

PRINTERS' INK

12 West 31st Street, New York City
A JOURNAL FOR ADVERTISERS

VOL. LXXXVII

NEW YORK, APRIL 2, 1914

No. 1



Throughout Colorado and adjacent territory Morey's Solitaire groceries are established leaders. Advertising has helped to make them so.

This advertising is prepared in Philadelphia. Chicago is nearer Denver, and there are good advertising agencies in Chicago, but the Morey Mercantile Company of Denver, chose to come to advertising headquarters in Philadelphia.

They realized that the broad knowledge of the Ayer organization of retail grocery conditions, gained from exploiting all sorts of food products all over the country, could be as successfully applied in Colorado as in Pennsylvania—and it has been.

"There is neither East nor West" to this thoroughly informed, thoroughly equipped organization, with its understanding of conditions and localities, acquired through forty-five years' experience.

N. W. AYER & SON

Philadelphia

New York

Boston

Chicago

27-1428

— the many valuable merchandising suggestions”

WHEN an underwear is good—so good that it is the fleece-lined underwear of largest sale in the United States—

And when its producers have a standard—a standard so high that they are the largest underwear producers in the world—

That underwear is especially durable to sell. Such an underwear is

VELLASTIC
The Fleece-Lined Underwear

VELLASTIC Underwear is the finest and best quality of fleece-lined underwear in the world. It is a unique combination of cloth and its steady, strengthening, soft and thermal qualities to relate to the human body. It is the result of the experience of the Utica Knitting Company, Utica, N.Y., and the skill of the men who have created it. They stand ready to supply the demand.

Springer Lambdown
The All-Year Round Underwear

The Springer Lambdown is a unique combination of cloth and its steady, strengthening, soft and thermal qualities to relate to the human body. It is the result of the experience of the Utica Knitting Company, Utica, N.Y., and the skill of the men who have created it. They stand ready to supply the demand.

Utica Knitting Co.
UTICA, N.Y.
Springer Lambdown

February 27, 1914.

The Federal Advertising Agency,
241 West Thirty-ninth Street,
New York.

We thank you very much for your congratulatory letter on the year just closed, the largest in our history.

We feel that your organization is entitled to a great deal of credit for the success of the year that has just passed, and we wish to extend to you our appreciation, not only for the help which we have derived from your skillful advertising, but for the many valuable merchandising suggestions. We, therefore, return your good wishes with interest.

Very truly yours.

UTICA KNITTING COMPANY,
By Quentin McAdam,
Treasurer and General Manager.

“Put it up to men who know your market”

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1898

VOL. LXXXVII

NEW YORK, APRIL 2, 1914

No. 1

Methods and Policies of the New England Shoe Manufacturers

Based on interviews with W. L. Ratcliffe, president, Thomas G. Plant Company, making "Queen Quality Shoes"; Fred B. Rice, vice-president of Rice & Hutchins, Inc., makers of "Educator Shoes"; E. W. Burt, president, E. W. Burt & Company, makers of "Ground Gripper Shoes"; Thomas F. Anderson, secretary, New England Shoe and Leather Association; George W. R. Hill, vice-president *Boot and Shoe Recorder*; Charles T. Cahill, advertising manager, United Shoe Machinery Company; George W. Coleman, advertising manager, W. H. McElwain Company; Frank L. Erskine, advertising manager, W. L. Douglas Shoe Company; W. G. Dennison, advertising manager, Rice & Hutchins, Inc.; R. L. Prather, advertising manager, Thomas G. Plant Company; C. H. Osborne, advertising manager, Regal Shoe Company; the George E. Keith Company, making "Walkover Shoes," and others.

LAST year eight New England shoe manufacturers invested the tidy sum of \$164,117 in magazine advertising alone. How much more they spent in other mediums there are no figures to tell. But of that money, the George E. Keith Company spent \$55,341, Plant came next with \$38,200, followed by Rice & Hutchins, who spent \$26,000, Regal \$14,000, Williams, Clarke & Company, \$14,000, Ralston Health Shoe Makers, \$10,880 and the balance divided among some of the smaller manufacturers.

Taking the magazine appropriations as a unit of growth, it would indicate a substantial increase over 1910, during which year only \$55,000 was spent in the same mediums by all the manufacturers. In view of such a development it is not surprising that the methods and policies these advertisers are using should hold suggestions of vital importance for every other industry. And this thought is further emphasized when it is remembered that the shoe industry, by reason of the system of leasing machinery peculiar to it, is intensively competitive, necessitating every one of the 1918 manufacturers being ever alert for methods to lessen the burden of selling.

The pronounced tendency of the New England shoe manufacturers to advertise had its beginning with the agitation of 1910, over what the New England manufacturers called "Western encroachment." At that time a number of prominent shoe men, seeing the need of offsetting this Western aggressiveness, launched a campaign for publicity on New England-made shoes. Charles H. Jones, chairman of the Executive Committee of the New England Shoe and Leather Association, particularly urged the individual manufacturers to advertise, and in doing so pointed to his own case, which he held was common to all at that period.

AN AWAKENING

"I always had the old-fashioned idea that if your shoes were well made and marketed, it was the best advertisement that you could get; but I had a rude awakening. . . . A number of hard experiences showed us the reason very plainly. The merit of our shoes was known only to a limited number of our old customers. We began to appreciate that the methods of doing business have been changing just as rapidly as the methods of making shoes. We

awoke to the fact that no product, no matter what merit it possesses, will find an extensive market without the public knowing its full value and where it is to be found."

From 1910 on, the development of advertising and intensive selling methods has been unusually rapid, until to-day New England not only leads in the volume of output, making 57 per cent of the entire national output, but it has won a distinct reputation for the quality of that product. And as R. L. Prather, advertising manager for "Queen Quality Shoes," remarked: "There is no doubt that the big reasons for the pres-

258,642. But this figure does not give a true idea of the money invested, for it must be remembered that the machinery is all leased from the United Shoe Machinery Company, an institution which is responsible for the intense competition. Just what part this company plays in the industry was explained by Charles T. Cahill, the advertising manager.

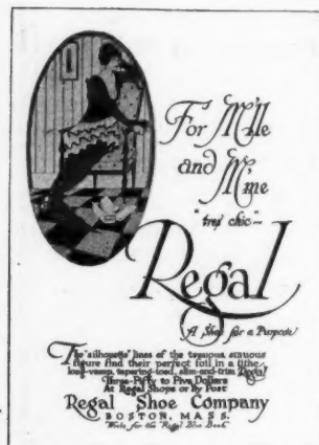
"Under the present methods," Mr. Cahill remarked, "it is possible for a man with limited capital to engage in business, as he can lease his machinery from us and pay us a royalty on the shoes he makes, leaving his capital free for business promotion or other purposes." Asked if this system did not tend to standardize the product and in this way diminish the advertising opportunities, Mr. Cahill said it did not: "I have often been asked that question, but a shoe, even though every operation be made with the same machine and materials, will be just as individual as the drawing of an artist using the same model, the same pigments and the same brushes."

PROFITS IN THE SHOE BUSINESS

The intense competition, which is a by-product of the existing conditions, has quite naturally forced the manufacturer's profit down to a minimum. This low margin is given by many of the non-advertising establishments as a reason for holding to old methods and tying up the factories' output among a few jobbers.

But while the profit is low, quick turnovers make the business profitable. In a brief filed before the Ways and Means Committee last year this profit was given as being six cents on an average-priced pair of shoes wholesaling at \$1.55, about four per cent on his entire turnover.

Commenting on the distribution of profit in the shoe business, A. W. Donovan, president of the E. T. Wright Company, says: "Take a five-dollar shoe, for example, meaning a Goodyear welt shoe retailing at five dollars. In the production and distribution of the shoe the shoe machinery com-



ent prestige of New England shoes lies in the advertising umbrella which New England has held over itself, and the traditional and selected ability of its workmen."

COMPETITION IN THE INDUSTRY

One thousand and three, out of the nineteen hundred establishments engaged in the manufacture of boots and shoes, are shown by the 1909 census as being located in New England. The capitalization of these New England establishments is given as \$111,-

"Known Value 85c. Sales Price 59c."

There's a whale of a story behind this innocent-looking kind of announcement.

Every man interested in advertising will be intensely interested in this story.

William Hard in his "Better Business" series hands out the straight truth on this matter in the May Everybody's. Every one of Everybody's readers will welcome Mr. Hard's view-point on this much discussed subject. It will be of tremendous importance also for every manufacturer of standardized, trademarked, branded goods.

Everybody's Magazine

600,000 Average Monthly Net Circulation Guaranteed
\$600 a Page

The Ridgway Company, New York

pany gets about five cents for the use of the machinery (which the manufacturer leases for long terms at prices ranging from five dollars to \$40 annually). The traveling salesman gets five per cent to sell it, which, on a \$3.25 basis, would be sixteen cents commission, and the retailer gets a gross profit of \$1.75."

It is interesting to note, however, that those manufacturers who have built up an automatic demand through consumer advertising do not have to give their salesmen the customary five per cent. The W. L. Douglas Shoe Company, for example, are able to get all the salesmen they want for four per cent, and out of that commission the salesman pays all expenses.

CHAIN STORES TO STOP PRICE-CUTTING

It is not surprising then that in a business which offers the bulk of the profit for retailing that we should find many of the manufacturers flirting with the retailer's profits. Neither is it surprising that in this particular field the chain store has reached a point of high development. But it seems to be the opinion of several chain store operators that this outlet still offers room for improvement.

One prominent manufacturer who sells his output through both the chain store and exclusive agency, expressed dissatisfaction with the present method of operating the chain store outlet: "The next few years will see a radical change in many of the chain store organizations under factory control. I have no fault to find with the chain store, it has a great many advantages, but it also has its accompanying disadvantages.

COSTS A MILLION TO START A CHAIN

"I believe that eventually every chain store now being financed and officered by the manufacturer will be divorced. It is too much of a drain on any business, and a manufacturer can do better by putting that capital into manufacturing channels. It is amusing to hear salesmen tell re-

tailers that such and such a manufacturer will start a chain store just as soon as he builds up a business on a line of advertised shoes. I wonder how many salesmen ever stop to realize that it would take close to a million dollars to put a chain store in the leading centers of the country. And aside from the money required to finance a chain of stores, there is the problem of manning such a chain. This personal factor is about 90 per cent of the problem, and an unsurmountable one.

"I have a chain of stores on

NEWSPAPER COPY TO UPBUILD ALL THE ADVERTISER'S LINES

my hands now," this manufacturer continued, "which I would be only too glad to unload onto outside capital if I felt that I could get a store in those cities which would take hold of our line and keep up prices. But I know I can't, because every one of those stores was started for the purpose of preventing price-cutting and insuring our getting our quota of local business."

So it is evident from this manufacturer's attitude that his ob-

More Money
from subscribers

More Money
from the News Company

More Money
from the advertisers

came to us in the glorious
month of March than ever
before in the history of the

METROPOLITAN
"The Liveliest Magazine in America"

J. MITCHEL THORSEN,
ADVERTISING MANAGER

April closed with a gain of \$13,500 over last April

ject in putting chain stores in the different cities is not wholly profit, as generally supposed by the retailer. In this case at least the stores are there for self-protection, and if the retailers had the foresight to keep prices up and push the line, this "competition" would never have been encountered.

ANOTHER USE OF CHAIN STORES

Another manufacturer holding to the same views, illustrated this use of the chain store by an experiment he is at present conducting in a Western city, long given to price-cutting and to general indifference to his line. He said:

"This city has a department store which carries with it a great deal of prestige. It is a highly desirable store to get a line into, meaning as it does a wedge to use on every other store in the country. But they are an almost impossible outfit to do business with. We got our line into this store

the exclusive agency and a good, fat advertising bonus, and it was a continual fight to get them to advertise the way we wanted them to.

"Things went from bad to worse, and we decided to take things into our own hands. We split the city up into sections and appointed reputable dealers as exclusive agents. These agencies were based on a given population, the figure fluctuating with the locality. Then we put in a store across the street from the department store. *But we only sold women's shoes in this store.*

"Now, if you know anything at all about chain stores you will know that it is almost impossible to dispose of women's material in that way, and we knew it too. Women can't be weaned away from the bargain counter or their beloved department store by any such simple expedient as a chain store. We were prepared to take a loss of fifteen thousand dollars on this store the first year. And when our competitors heard of our move they thought there was something wrong with our mentality.

"But, as Post says, 'There was a reason.' We wanted to make that store a sales stimulant for the whole city, depending on the profit from our outlying dealers to make up the loss, and it did. I think we will just about break even on that store this year, in spite of the fact that we have put the whole advertising appropriation

formerly allowed the department store into it. And because we only sell women's shoes, the dealer does not even look upon us as a competitor, for he knows that the number of women who buy shoes from him are few and far between."

The menace of price-cutting has not slighted the shoe business. Some of the manufacturers are able to keep prices up, but the



ONE OF THE STRONG OUT-DOOR SHOWINGS FOR "GROUND GRIPPER" SHOES

after going over the buyer's head, and from the day they put the first shoe on sale we were kept on our toes. About every five months they would change buyers and the first thing the new buyer would do would be to put on a sale. That's a buyer's long suit, disposing of his predecessor's purchases at a loss. To get into this store we had to give them



George D. Buckley
Advertising Manager
WOMAN'S HOME COMPANION

need for the dealer clearing stocks and unloading before a change of style comes along, makes it a difficult thing to do. The Douglas people seem to be quite successful, however, in saving their shoes from being slashed.

HOW DOUGLAS OPERATES

The Douglas outlet is said to consist of 78 chain stores and several thousand agencies, based on one agent to every 25,000 population. Naturally these agen-

sales and avoid reducing prices."

Another advantage of the Douglas organization is that, should a change of style affect any locality, it can shift stocks from one store to another, an advantage not offered by the Walkover stores, for instance, which are individually owned.

OVERCOMING RESTRICTED OUTPUT PROBLEM

One of the difficulties which has arisen out of the policy of giving retailers an exclusive local agency is a restricted output. As the manufacturer's advertising builds up his distribution under this plan, he soon finds that he has agencies in all the worth-while localities. Pretty soon he finds he cannot develop a larger output. Every agency is pushing the line as hard as he can

push, and the sales are at a standstill.

So there is a movement among the newer advertisers, McElwain, for instance, to circumvent this difficulty by avoiding giving exclusive rights. But this is not an easy thing to do. Perhaps the plan of several others in only giving the dealer sales rights on one brand of shoes is an easier way out, at least it seems to be the most popular way out. But there still seems to be a sentiment in favor of the McElwain method.

"The next few years," said one manufacturer, "will see a change in policy in a good many selling plans. Shoes will be sold and advertised on the same basis as any trade-marked commodity. There is no more reason—unless it is the keen competition—for a shoe manufacturer to tie up a town in an exclusive agency proposition than there is for Pears' Soap or Old Dutch Cleanser to do it, and it's just about as foolish."

One manufacturer of a well-known shoe has established smaller companies under the name of



STRIKINGLY BRIEF CAR-CARD COPY

cies or dealers are influenced by the selling methods of the successful stores which they see around them operated by the Douglas Company. So by setting the example of never cutting prices in their own stores, the Douglas people have been able largely to overcome this among the dealers, pointing to extensive newspaper advertising and the reputation of the Douglas shoe, which is built on 41 years of advertising.

"This may seem strange," explained Frank L. Erskine, the Douglas advertising manager, "in view of the conditions which necessitate clearing a retail stock at the close of the season. But we get around it in a very simple way. We have established two special outlets for this kind of stock. They are located in manufacturing communities where there is a demand for cheap shoes without much need of their being in style. At the close of the season we simply shift stocks of unsold shoes to these outlets and sell them for what we can get for them there. In this way we avoid having to hold clearance

The Public Ledger has traditions, and traditions seem to have a greater market value in Philadelphia than in some places.

But traditions in a newspaper, while a splendid background for present-day achievements, are worthless if the present-day newspaper does not live up to its glorious ancestry.

The present management of the Public Ledger had but one idea in buying it, and that was to make it realize all the best of its past history.

A great many unbiased critics in a position to know have written us saying that never in the past has the Public Ledger been so good as it is right now.

PUBLIC  LEDGER

the shoe, and is advertising two brands, said by some to be identical in every way. In many towns you will find a dealer selling one brand, while across the street another dealer is selling the same shoe under a different brand,



**This Stamp On The Sole
Of A Shoe**

means that the Shoe has been made by Rice & Hutchins in the town of New Hampshire, Righton, N.H. It means also that the Shoe has been made by hand. In many cases, many of whom have inherited the lesson of craftsmanship from the old hand-craftsmen; it means that the Shoe will "stand up" as only a first-quality Shoe can; it means that the dealer who handles the Shoe has a \$1.00 proposition that he is proud to push.

Under the usual high-grade Shoe, the RICE & HUTCHINS SPECIAL is carried in-stock in nine centrally located cities. Why not write to our nearest distributing house for samples and assistance?

Rice & Hutchins, Inc.
20 HIGH STREET, BOSTON



TRADE-JOURNAL COPY URGING THE TRADITIONAL CAPABILITY OF THE NEW ENGLAND WORKMAN

yet both are satisfied that they have an "exclusive" agency.

Other manufacturers, particularly Keith and Regal, have looked abroad for increased outputs, and in fact the whole shoe industry has been giving more and more attention to this business, which already reaches the eighteen-million-dollar mark.

CHANGING EXPORT MARKETS

In view of the activity of the shoe concerns in developing these export markets, it is not unnatural that other interests should look to their experiments to throw light on possible markets abroad. In speaking of the export conditions, George E. Keith said that in the future the bulk of American shoes would be sold in South America, South Africa and the Orient, rather than in Europe. Europe, it seems, is a waning market, and

shoe manufacturers are turning their attention elsewhere.

To quote T. F. Anderson, secretary of the New England Shoe and Leather Association, who has just returned from an investigation in South America: "This change of markets is found partly in the increasing prosperity of the South American and South African people, and the recent awakening of the European manufacturers to the need of meeting American competition and giving the people American styles.

"When a people become prosperous the first thing they want is comfortable and dressy appearing shoes and they have to have American shoes. Last year we sold \$651,432 worth of shoes to Argentina, in the face of a high duty. When you remember that those shoes bring six dollars a pair in those countries it is some indication of the prosperity and possibilities of the market. But what American manufacturers have got to do is to hold trade in this country is to take more care in packing their shipments, and make some effort to give quick delivery and live up to samples." Asked about the comparative methods of the European and American salesmen in Latin America, Mr. Anderson stated that the popular theory that the American salesman was outdistanced by the German, because the latter gave the men what they wanted rather than what he wanted, was mostly imagination. "So far as I was able to see," said Mr. Anderson, "the success of American exports, in shoes particularly, hinge on being able to offer the same styles that are being worn on Broadway."

FARMERS BUYING BETTER SHOES

Some conception of the wealth that this industry is bringing into New England through the development of its output abroad can be formed when it is realized that over two million New England shoes were sold to the little island of Cuba alone. And while sales to the United Kingdom have fallen off one hundred thousand in the last few years, sales to

Argentina, Brazil and other South American countries almost doubled. Canadian exports, for example, jumped from \$1,759,000 in 1911 to \$3,107,000 last year.

But while the sale of New England quality shoes abroad has shown a most marked growth, there are New England shoemen who see in the changing farm market an even greater outlet. As Fred B. Rice, vice-president of Rice & Hutchins, Inc., put it: "We look for big sales of our better-priced shoes to the 'new' farm market, a market resulting from the prosperity and educational forces at work in that field." And Mr. Erskine, of Douglas, also commented on the possibilities of this outlet, mentioning that their records showed that the farmer was buying more of the five-dollar grade of shoes than ever before, and present indications were that development of that field would prove most productive.

Just what kind of copy should be used in developing this market is a question which is being given a good deal of consideration. Some claim price to be most effective while others contend that comfort is the line of least resistance.

REGAL COPY EXPERIMENTS

In fact, the whole industry seems to be at odds over the right way to advertise shoes. Manufacturers can't agree on the copy appeal; neither can they agree on the medium.

Just now the Regal people are going from newspapers to magazines, while the Plant company is shifting from magazines to the newspapers, and further down the street is E. W. Burt, of "Ground Gripper" fame, who lays his success and present volume of business to outdoor advertising, steadfastly contending "that that is the only medium for him." All of which seems to indicate that after all every medium is good, and each should be given consideration.

But, so far as copy is concerned, there is one company at least that has some positive views on selling

shoes, and is able to back these views with some interesting facts. We refer to the Regal company.

"It has been our experience," said C. H. Osborne, advertising manager, "that the most effective appeal in advertising shoes is the appeal to style. Durability and price are considerations, but seldom is it possible to bring the buyer into your store with these appeals.

"We have learned, however, that at certain seasons of the year the price appeal is the most effective; for instance, during the period that dealers are clearing stocks, when the spirit of clearance sales is in the air, a price ad will do wonders. One of the most successful pieces of copy our agents ever prepared was one which was based on an appeal to the pocketbook, yet carried with it an atmosphere of quality and style that just seemed to hit the mark. But this ad lost all its effectiveness just as soon as the 'sale' season was over. A quick change back to the style appeal carried the day then, because by that time the question of new styles was in the air."

HOW TO SPOT A GOOD SHOE CUT

"About one of the hardest things to get in this business," complained Mr. Osborne, "is a good shoe artist. Manufacturers from all over the country often send to Boston to get drawings that look like shoes. The dealer is quick to detect poorly drawn shoes and equally as quick to criticise them. I know one house that lost a good deal of money by sending dealers electrocutes of poorly drawn shoes."

Asked how he told the good from the bad in shoe drawings, Mr. Osborne replied: "I generally look first at the 'throat' of the shoe; that is what some laymen might call the lower part of the instep. If the shoe is well drawn the curve here will conform to the natural foot; if it isn't it will be very pronounced. Another way of quickly detecting a poorly drawn shoe is to look for a 'leathery effect.' Most shoes are drawn so

(Continued on page 136)

THE NINETY AND NINE

This interesting item appeared recently in a leading New York newspaper—"The Income Tax Law bids fair to live up to the expectation of the administration by producing \$50,000,000 annually, to be paid by 425,000 individuals."



circulation the American Sunday Monthly Magazine also reaches its proportion of the 1% which is a desirable market. This 1%, however, regardless of its desirability, cannot keep your factories moving and your salesmen busy.

Get that!—425,000 individuals out of a total of 92,000,000 pay income taxes on \$3,000 and over. One-half of 1% of so-called class—99% mass.

If you advertise foods—if you advertise clothes—if you advertise any of the necessities of life that have national distribution, the 99% mass should be reached by your story.

Seek the crowd, Mr. Advertiser. Send your appeal where the crowd is located, through those publications which by the very quantity of their circulation, prove they are desired and read by the crowd.

The American Sunday Monthly Magazine is one of these. Its 2,250,000 circulation is distributed in more homes where the 99% are located than any other one publication. By virtue of its enormous

A BROKEN RECORD

The April issue of the American Sunday Magazine, from the standpoint of advertising carried, is the largest single issue of any Sunday Magazine ever printed—121 individual advertisers—10,600 lines—62 columns.

We were forced to omit 27 different advertisements for lack of space.

We mention this not to show how pleased we are with ourselves, but to indicate how national advertisers are responding to our efforts in putting out a magazine which from the quality of editorial and advertising matter carried is second to none.

Stories in this issue by: Robt. W. Chambers, David Graham Phillips, E. Phillips Oppenheim and F. A. Kummer. Illustrations by: Harrison Fisher, Jas. M. Flagg, A. B. Wenzell, Will Foster and Howard Chandler Christy.

"And it goes into over 2,000,000 Homes."



AMERICAN SUNDAY MONTHLY MAGAZINE

CHAS. S. HART *Advertising Manager*
220 Fifth Avenue, 908 Hearst Building,
New York. Chicago.

Getting the Dollar from the Farmer

Every business man knows the psychologic effect, upon the buyer, of getting him to put up the money. He measures the value of a thing by what it has cost.

Getting "circulation" is one of the easiest things in the world, but getting the farmer to put up the dollar is the real problem.

To the man with merchandise to sell, who wants real money in exchange, it ought to be important to find a class of farmers accustomed to putting up money for what they receive.

These ten papers, each the best in its field, have segregated 567,000 such farmers. It rather simplifies the advertising proposition.

Ten Papers or One

National distribution or sectional, just as required. Circulation guaranteed and non-duplicating.

	Established
NATIONAL STOCKMAN AND FARMER, Pittsburgh, Pennsylvania, Supreme in Ohio and Pennsylvania.	1877
FARMERS' REVIEW, Chicago, Illinois, Supreme in Illinois.	1877
FARMER'S GUIDE, Huntington, Indiana, Supreme in Indiana.	1889
FARMER AND BREEDER, Sioux City, Iowa, Cream of Four States (Ia., Neb., Minn., S. D.)	1878
NEBRASKA FARMER, Lincoln, Nebraska, Supreme in Nebraska.	1889
FARM AND RANCH, Dallas, Texas, Supreme in Texas and Southwest.	1883
FIELD AND FARM, Denver, Colorado, Supreme in Colorado.	1872
CALIFORNIA CULTIVATOR, Los Angeles, California, Supreme in California.	1889
RURAL CALIFORNIAN, Los Angeles, California, Supreme for Fruit-Growers and Ranchmen.	1877
THE RANCH, Kent, Washington, Supreme in the Pacific Northwest.	1895



Associated Farm Papers

Chicago
Steger Building
D. C. Kreidler, Manager

Saint Louis
Globe Democrat Building
C. A. Cour Manager

New York
Fifth Avenue Building
S. E. Leith, Manager

An Open Letter to Advertisers Influenced by Salesmen or Dealers

By a Representative

No. 4 of a Series of Comments on Subjects of Frequent Discussion between Advertisers and Solicitors.

GENTLEMEN:

"Sorry, old man, but our salesmen voted against you, and we aren't going to use you any more."

"We put it up to our dealers, and they preferred —, so we're going to cancel your publication."

What representative has not been handed this unexpected wallof from the quarter where there was least expectation of it, and least justification for it?

The medium is one that is known to reach the kind of readers the advertiser wants to reach.

It reaches a sufficient number of them to be a powerful factor in national sales.

It has individuality enough to be influential with the thousands or hundreds of thousands it reaches.

Its distribution parallels the advertiser's distribution or immediate need of distribution, both territorially and by classes of communities.

It has a reasonably low rate in proportion to circulation.

It has been considered and proved an efficient medium for other advertisers in the same or similar lines.

It has been used efficiently by this advertiser himself.

And for the coming year it offers greater advantages than last year. Why then will not the advertiser use it?

Because he has written each of his twenty-eight salesmen and asked them what magazines the salesmen would prefer to see the firm advertise in.

The salesmen have put down their favorite publications, and this one referred to has not been at the top of the list.

It happens that the firm is manufacturing a product that few if any of these salesmen themselves are likely to buy; yet it lets them practically pick the mediums, by using their favorites.

Let's agree that these salesmen are on the firing line, and *might* have a very valuable firing-line knowledge of advertising mediums.

Let's agree that much of the success of your advertising depends on cashing in through your salesmen and dealers.

Then let's disagree on their ability to pick your advertising mediums for you.

I have been on the other side of the fence and I know how hard it is to get the average salesman or retail dealer enthused over advertising—*any* advertising.

"DOWN" ON WHAT THEY DON'T KNOW ABOUT

What a man isn't "up" on, he's usually "down" on; and vice versa.

The vice versa is the important thing here. What a man is down on, he isn't up on.

The next-to-hardest job in the world is to get the salesman of merchandise to cash in the advertising and push it along with the goods.

The hardest job is to get the average dealer to appreciate properly what your national advertising is doing for him, and tie up to it and cash in on it.

Neither salesman nor dealer—omitting the "live" exceptions—is really up on national advertising, because he is more or less down on it.

At best, he feels "it is a good thing, probably, or the house wouldn't do it; but of course it's only an incidental thing to me. They do the advertising; I do the selling."

In that frame of mind they don't begin to give thorough consideration to the matter of what advertising mediums are best suited to influence the people to whom the merchandise is eventually sold—the consumer.

They are familiar with certain publications, and being up on these, they believe they're good advertising mediums.

When you ask them, "What shall we use?" you get a composite of the *likes* of the salesmen or dealers you've questioned—and not much more.

If you do get any more than this, it's probably only "impressions" that some of them have picked up.

WHY SALESMEN CAN'T PICK MEDIUMS

And there are enough cases of mere familiarity or mere impressions to upset the soundness of any test. If a few men have really gone deep into the subject and learned something, this advice that has something back of it is nullified by the general average.

It always amuses me to hear of a new advertiser whose salesmen oppose the whole idea of national advertising, or at least are very inert about it—but who, after forcing through the advertising campaign, then lets the salesmen pick the mediums.

Concerns that laugh at their salesmen's or dealers' ideas of advertising—that joke about the copy they write for form letters or newspaper advertising—because said salesmen or dealers think such-and-such are "pretty good publications," unhesitatingly use them.

But, say you, we let our salesmen and dealers advise on what merchandise will sell and what won't. Why isn't their recommendation valuable as to the mediums that will help sell the merchandise?

Answer: Because it's one thing to know what merchandise is likely to be salable to a certain class of dealers or consumers at a certain season, and another thing to know what periodical is most efficient in reaching prospective buyers and users of that article.

Let me remind you that even the skilled advertising men of the big agencies don't rely on their own judgment in picking me-

diums. There's usually a specialist who is the main buyer of space, and his advice on mediums is invaluable, because he knows mediums better than the copy-writers do. Yet such a man's efficient choice of mediums may be nullified by the return post-cards checked by dealers.

And let me remind you not to let your salesmen and dealers advise you entirely, even on merchandise.

What manufacturer is there who has not been told by salesmen and dealers that a certain article wouldn't sell; and being sure that he and the article were right, has gone ahead and proved that it was a great seller?

THE MANUFACTURER WAS JUDGE IN THIS CASE

The manufacturer I once worked for had a line of merchandise that the salesmen spurned. They wouldn't even carry the samples, because they "knew the line wouldn't sell." They could sell other goods, but not that.

He knew he was right; he made them carry the samples; he made them show them to every customer, and report that they had done so; he offered prizes for the best sales; he helped sales with advertising—which, the salesmen assured me, was money absolutely thrown away.

To-day that line is one of the house's leaders.

Oh, I believe in getting the co-operation of salesmen. I've done plenty of that myself.

But the advertising advice of twenty \$1,200 traveling salesmen isn't nearly as good as that of one skilled advertising man.

Unless you have an exceedingly intelligent class of salesmen, you can't get a very accurate line on your national advertising, present or prospective, from them.

If you ask your salesman to write copy for you, he will invariably write what he would say in selling a dealer. He thinks in terms of wholesale; almost never of what influences the consumer.

His judgment on mediums that influence the consumer is likely

to be as faulty as his ideas of consumer copy.

The dealer can usually give you better advice on what to say to the consumer; from an intelligent dealer the advice is frequently excellent.

But unless he is unusually interested in national advertising, he can't tell you what mediums influence the people who come into his store to buy. If you can talk to him and draw him out, you may learn what campaigns have been a success, due to advertising, but he can't tell you what mediums deserve the credit.

Certainly when you send him a printed list of publications, with a "please indicate the advertising mediums you recommend; sign here," you haven't accomplished much.

No, there never yet has been found a substitute for your own and your advertising agent's gray matter, practically and intensively applied to the selection of mediums for your particular business.

STUDY INSTEAD OF SNAP JUDGMENT

If the time and expense spent in most efforts to learn "what mediums the trade likes" were employed in the intelligent investigation and study of mediums, their contents, their kind of circulation, their distribution, their relation to the success of your own or similar campaigns, etc., a much better choice of mediums would result.

Here's an important point: Division of responsibility always works against the best success of an enterprise. You, Mr. Advertising Manager, don't take the responsibility for a campaign when you use a dealer-made or salesmen-made list.

You have an excuse ready if the campaign falls short: "Well, the trade made up that list," etc. You never fight your hardest with excuse-bridges standing behind you.

No, I didn't say to neglect the trade, or offend them by refusing to consider their advice: not at all.

But *you* decide what's what in advertising mediums. Then you tell your salesmen and dealers what you've chosen, and why you've chosen them—and most of all, what your advertising in these mediums can do in selling your goods for and through them.

Sell them on your advertising campaign as a producer *for them*, and your salesmen and dealers will forget their individual preferences and support it—particularly if you haven't impressed on their minds their individual preferences by asking them what they are.

I've never seen it fail that where a list of strong consumer mediums has been decided on, and the campaign has been properly merchandised to the salesmen and dealers, that the trade has been easily sold on the mediums as efficient bearers of advertising messages.

"Dealer influence" as generally discussed is "bunk."

At any rate, picking mediums because they are more familiar to a few more dealers is nothing as compared to picking mediums on the basis of *really selling goods—which means influencing those who can buy and use your product.*

When you pay for circulation in million lots, you ought to decide on mediums—first, last and all the time—on the basis of reaching a hundred thousand more prospective buyers, rather than on the basis that a score or hundred more dealers prefer this than that.

(Honestly, some of the factors that decide appropriations continually amaze me, even though I've run into the ridiculous so often.)

The publications that are the right ones to influence consumers are the ones that will influence the trade in the one way that really gets 100 per cent dealer interest—by having people come into the store and buy the goods.

Use the mediums that come as close as possible to 100 per cent efficiency in reaching consumers, instead of trying to come as close as possible to 100 per cent of the spot-judgment of your salesmen or trade.

Working Out Reform by Advertising

The Story of a Remarkable Campaign in Atlanta—Illegal Business Broken Up That Amounted to \$700,000 a Year—The Strongly Religious Nature of the Copy

By George French

SOME three or four years ago a group of advertising men were discussing the development of their business.

One said he thought of the day when advertising would drive all of the traveling salesmen out of the field. Another believed the time would come when all professional men would advertise, and the newspapers would become reliable directories for those who wished to find a doctor, a lawyer or a clergyman. Another thought that some day manufacturers of reliable goods would consider that their duty to their fellowmen would require them to tell the public about their excellent goods. Another looked forward to the day when the churches should advertise to spread the gospel abroad, and fill their meetings with zealous Christians. One there was who, awaiting until all had said their say, declared that advertising must one day become the medium for the expression of the altruism of

Men and Religion Bulletin No. 86

ONE OF THE MEN AND RELIGION
SERIES

Its value proved by its live stock advertising

The amount of live stock advertising regularly carried by *American Agriculturist* is splendid evidence and direct proof of its popularity and strength among the prosperous dairy farmers and live stock men of New York, Ohio and Pennsylvania, the great dairy states containing the bulk of circulation of this leading farm weekly of the Middle States—



NEW YORK, N. Y.

It is the Middle States edition of the five Orange Judd Weeklies, with 51,851 subscribers in New York, 22,278 in Ohio, 30,443 in Pennsylvania and the balance in the most prosperous sections of New Jersey, Delaware, Maryland and West Virginia.

125,000 Circulation Guaranteed

The best farmers subscribe to *American Agriculturist*, because of its value to them in their business of farming. It's too technical for any but the best farmers. Our subscribers are of the energetic, up-to-date, well-to-do class of farmers, ready to take advantage of any good proposition put before them in the columns of *American Agriculturist*. They have the same confidence in its advertising as in its reading columns, because of our guarantee that all our advertisers are thoroughly reliable.

Sample copies and advertising rates on request. Address nearest office.

ORANGE JUDD COMPANY, Publishers

Headquarters: 315 Fourth Ave., New York

Western Offices:	Southern Office:	Eastern Office:
1209 Peoples Gas Bldg. 6th Fl. Oneida Bldg. Chicago, Ill.	909 Candler Bldg. Minneapolis, Minn.	Myrick Building Atlanta, Ga.
		Springfield, Mass.

Playing Square

ALTHOUGH without serious competition in its field, The Kansas City Star offers advertisers a lower rate per thousand circulation than any other newspaper in the country.

The Kansas City Star
180,000 Copies Morning, Evening and Sunday

of a denomination in the district. Another is to promote the churches of a large inland city. In every city there is some great potential project of this nature.

PLANS OF ATLANTA COMMITTEE

Down in Atlanta there has been a great demonstration of what advertising can do in this line. When that peculiar movement, the Men and Religion Forward Movement, finished its work, two years ago, the Atlanta committee was authorized by the Evangelical Ministers' Association of Atlanta to continue its work for the betterment of the city. This committee went to work in a business-like way, first to find out what ailed Atlanta in the way of vice and crime that should be swept away. Then it selected one particular vice, prostitution, and attacked it. After working a month the committee decided that "the light of publicity was needed," and an extraordinary advertising campaign was inaugurated. The advertisements were three full columns in the three Atlanta newspapers, and were headed "Men and Religion Bulletin, No. —." They began in June, 1912, and they are running yet—one each week. The social evil was first attacked, and, so far as laws and their enforcement can do it, this evil was driven out of the city after four months' work. Not only were houses of prostitution closed, but the inmates, as far as possible, were cared for in a home established for the purpose and in other ways. The sum spent in advertising to accomplish this was \$2,009.96. The traffic broken up amounted to more than \$700,000 a year.

Next the committee undertook to get a bill passed by the Legislature establishing a State reformatory for girls. This bill had been up year after year, and could not be got through. Newspaper advertising was employed, and the Atlanta churches went to the Legislature in solid phalanx—and the bill was passed. The committee got a probation law for prisoners passed, greatly

mitigating the rigors of convict life. Paid newspaper publicity was used to arouse public sentiment.

Sunday laws were procured and unnecessary Sunday work was stopped—through the power of newspaper advertising. Many lesser reforms were accomplished. A big and comprehensive prison-reform movement has been begun and is being vigorously pushed. And now the committee is putting its whole force into a campaign against the liquor trade. The weekly bulletins are strong, and contain clever arguments against drunkenness and the excessive use of liquor. They drive home the truth. There is no mincing of words, yet there is wisdom and due restraint. There is argument, the presentation of facts, not mere assertion and moral maxims. They are written by a prominent attorney, Marion M. Jackson.

Last year the committee spent for newspaper advertising \$8,948.24. It spent in rescue work during the vice campaign \$3,055.28, for prison reform \$2,745.39, for vacation Bible schools \$1,110.86, for the home for fallen girls \$5,655.37; all told the committee spent last year \$27,434.86, almost a third of it for newspaper advertising.

COPY OF THE FERVID TYPE

The remarkable feature of this advertising is that it has been very fervidly religious. The doctrine of the churches has been pounded with remorseless energy into the consciousness of the readers of the papers. The Bible has been freely drawn upon. Usually the advertisements began with quotations from the Bible, and sometimes these would take up more than half of the space; and in other advertisements they would come at the end. There is not one of these advertisements which does not impress one with the tremendous earnestness and devotion of their source. Some of them are purely religious—purely evangelistic—pleas for the reader to recognize the drawing of the power of God and

that he yield to it; as near the old camp-meeting oratory as it is possible to get in print. Yet, with all their old-fashioned religious preachments, their simplicity, their almost open avoidance of the modern notions about religion, their utter contempt for the restrictions and dumbness of modern politics, these advertisements have accomplished the purpose of the movement.

It is difficult to figure the exact "returns," because they have evidently so aroused the people of Atlanta that their effect will go on for a very long time—can never, in fact, be entirely eliminated from the life of that city, even in the improbable event of the return to power of the forces that are willing to condone and nurse vice.

The effect of this campaign for civic decency has not been confined to Atlanta. It has spread to the other cities of the South, to Birmingham, Dallas, Austin, Little Rock, Asheville, Charlotte, Athens, and other cities and towns less well known, where the "red-light" districts have been abolished and the social evil, if not driven out, has been at least driven out of sight. The bulletin for December 1, last, was a statement signed by 71 pastors, presidents of religious associations and officials of the theological seminary, summarizing the fifteen months' work and renewing pledges for its continuance, saying, among other things:

"The actual results accomplished in the overthrow of this inhuman traffic [the social evil], in accomplishing the establishing of the Daily Vacation Bible Schools, in the building and maintenance of the Martha's Home, in the achievement of the county home for incorrigible women and girls, in the establishment of the Georgia Training School for Girls, with an appropriation from the State of \$30,000, in relieving the harsh and unprofitable dealing with convicts and first offenders, are facts of such outstanding value to the welfare of the City of Atlanta and the State of Georgia as to challenge the sym-

pathy and support of every Christian citizen."

The significance of this vigorous and courageous experiment with publicity to effect great social and religious reforms is very great. The immediate results, detailed by the 71 ministers, are of the first moral and civic importance, and yet they seem dwarfed into second place when it is considered that this is a demonstration of the force of advertising to accomplish in a short time results that could not possibly have been hoped for if less drastic methods had been relied upon to awaken the public conscience. It has been the claim of the students of advertising that through a skilful use of published publicity almost any social, civic, moral, or religious reform that can justify itself in the minds of reasonable people can be accomplished speedily and completely. The Atlanta committee that has prosecuted this campaign has furnished a magnificent object lesson and a body of proof that the advertising students are right.

"Timely" Copy for Fire Escapes

The United States Fire Escape Counterbalance Company, of Chicago, has a policy of using large space in newspapers in cities where big fires have occurred. Following the destruction of the Missouri Club at St. Louis, half-pages were used making an appeal for positive fire protection. Half of the space is taken up with an illustration showing counterbalanced stairs in position and being lowered.

Advertising Character for Kitchen Ware

The National Enameling & Stamping Company, Milwaukee, Wis., has introduced the "Nesco Boy" into the magazine copy on Nesco Royal Granite enameled ware. The "Nesco Boy" wears a piece of Nesco ware for a head-piece and carries a dish-pan filled with kitchen equipment. The copy also offers a free cook book by Mrs. Rorer, telling how to make dainty lunches.

Allen Vice-President of Yale & Towne

Walter C. Allen, since 1909 in charge of the Commercial and Sales Division of the Yale & Towne Manufacturing Company, New York, has been elected a vice-president of the company.

In One State, 304 Important Mines— 580 Subscriptions

In another important mining state there are 355 producing mines and the subscription list is 341.

It is this *thoroughness* that gives

THE ENGINEERING AND MINING JOURNAL

its tremendous influence as a medium in the metal mining and metallurgical industries.

THE five great quality circulation engineering weeklies of the Hill Publishing Co. are:



The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,250.

Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation 21,700.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 24,450.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 30,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 12,000.

These figures are typical of the Journal's circulation among the producing mines of the world.

When a paper at almost twice the price of any other in the field practically covers 95 per cent of the important men of the industry, it reveals a certain substance and quality that no wise advertiser passes by.

Its subscription list represents *buying power*—that, we take it, is what you prefer to appeal to rather than mere bulk circulation. To manufacturers of machinery, equipment and supplies used in mining and smelting operations, the Journal offers the greatest possible degree of effective publicity.

To make YOUR advertising from 95 to 100 per cent right—consult our Make-It-Pay Department. Tell them WHAT you want to advertise—they'll know HOW.

Drop them a line to-day.

Hill Publishing Co.
505 Pearl Street. New York City

State Laws Against Fraudulent Advertising

A Summary of the Different General Statutes Regulating Statements Made in Advertising Copy—Compiled from Text Furnished by Secretaries of State—The Three Classes of Laws

THE importance to advertising men of familiarity with the various State laws regulating advertising needs no emphasis. The following list has been compiled from the text of the various statutes as furnished by the Secretaries of State of the several States. It is not presented as a complete digest of *all* laws affecting advertisements, for no attempt has been made to include the laws against specific types of medical copy which describe symptoms of disease or the multitude of local ordinances. The former have little or no interest for readers of PRINTERS' INK, and the only effect of reproducing them would be a slimy trail across the page, and to collect and classify the different local ordinances would tax the capacity of a well-equipped legal information bureau. There are, in addition, various laws regulating specific forms of advertisements, such as bankrupt stocks, divorce notices, real estate sales, prize offers for the solution of puzzles, and a sizeable list of "blue-sky" laws regulating the advertisement of securities. These are referred to only when they form part of statutes regulating fraudulent advertising in general.

Of the general laws forbidding fraudulent advertising there are three classes: The PRINTERS' INK Model Statute, the Model Statute amended, and the Massachusetts form. To put it briefly, the PRINTERS' INK Model Statute forbids *false statements of fact by the man who has the goods for sale*. It does not penalize statements of mere opinion, does not include the publisher or the agent unless the advertisement refers to commodities or services actually offered by them, and does

not make it necessary to prove *intent to deceive*. In some States the Model Statute has been amended (and emasculated) by the addition of the word "knowingly," or by some phrase which makes it necessary for the prosecution to prove what was in the advertiser's mind when the advertisement was written. Thus the publication of a false statement is no crime unless it be shown that the advertiser *knew* it was false, or intended to deceive somebody with it.

The third class includes laws like that of Massachusetts, which contain the word "knowingly," and attempt to define the kinds of false statements which shall be penalized. Instead of flatly declaring that false statements of any sort are forbidden, these laws declare that false statements "concerning the quantity, the quality, the origin," etc., of merchandise shall constitute a misdemeanor.

The complete text of the following statutes is on file in the offices of PRINTERS' INK. It can be obtained by anyone by addressing the proper Secretaries of State.

SUMMARY OF STATE LAWS AGAINST FRAUDULENT ADVERTISING

CONNECTICUT.—Chapter 65, Acts of 1913. Penalizes false statements concerning the "nature, quality, method of production or manufacture, or cost of any goods." Contains the word "knowingly." Penalty, \$10 to \$500.

INDIANA.—Section 347, Acts of 1913. Same text as the Massachusetts law.

IOWA.—Chapter 309, Laws of Thirty-fifth General Assembly (1913). The PRINTERS' INK Model Statute, *amended by an added clause which reads, "with intent to defraud directly or indirectly."* Special exemption is provided for publishers and agents who accept or place advertising in good faith. No special penalty is specified.

MARYLAND.—Bill now pending in legislature—similar to the Massachusetts law.

MASSACHUSETTS.—Chapter 489, Acts of 1912, amending Chapter

397, Acts of 1902. Penalizes false statements of fact concerning the "quantity, quality, method of production or manufacture, cost of production, cost to the advertiser, the present or former price, or the reason for the price." Also penalizes false statements concerning "the manner or source of purchase, or the possession of prizes, awards or distinctions." Contains the word "knowingly." The employee who makes the false statement is specifically included in addition to the employer. The penalty is \$10 to \$500 for each offense.

MINNESOTA.—Chapter 51, Acts of 1913. The PRINTERS' INK Model Statute. Penalty, that fixed by statute for misdemeanor.

MICHIGAN.—Act 276, Public Acts of 1913. The PRINTERS' INK Model Statute *amended by adding the word "knowingly."* Clause specifically exempts publishers who receive copy from others without knowledge of its falsity. Penalty, \$25 to \$200, or imprison-

ment in the county jail for 90 days, or both.

NEBRASKA.—Senate File 188, Acts of 1913. The PRINTERS' INK Model Statute. Penalty, \$25 to \$100.

NEW JERSEY.—Assembly Bill 734, 1913. The PRINTERS' INK Model Statute. Penalty, \$1,000, or one year or both.

NEW YORK.—Section 421 of the Penal Code, amended by Chapter 590, Acts of 1913. Same as Massachusetts law, with the exception of the clause relating to separate responsibility of employees, which does not appear. Clauses are added regulating the sale of real estate by means of prizes offered for the solution of puzzles, etc. Penalty, as provided for misdemeanor.

NORTH DAKOTA.—Chapter 3, Acts of 1913. The PRINTERS' INK Model Statute. A section is added specifying that it shall be the duty of the State's attorneys, sheriffs, police officers, health officers and food commissioners to enforce the

The
George L. Dyer Company
 42 Broadway
 New York



**Newspaper Magazine Street Car
 and Billboard Advertising
 Business Literature
 Publicity and Merchandising Counsel**

statute. A second added section extends the statute to cover any person "who aids another to violate the same." Penalty: first offense, \$10 to \$100; subsequent offenses, \$100 or 60 days in jail, or both.

OHIO.—House Bill 104 (1913 Session). The PRINTERS' INK Model Statute. Penalty, \$10 to \$100, or imprisonment in the county jail 20 days, or both.

OREGON.—Section 2230, Lord's Oregon Law. Penalizes false statements concerning the "quantity, quality, value, price, method of producing or manufacture of merchandise or professional work, the manner or source of purchase of merchandise, or the motive or purpose of any sale." Contains the word "knowingly." Penalty, \$10 to \$50, or imprisonment 20 days, or both.

PENNSYLVANIA.—Act No. 8, 1913 General Assembly. Penalizes false statements concerning the "quantity, quality, value, merit, use, present or former price, cost, reason for the price, motive or purpose of a sale, method of cost or production, possession of rewards, prizes or distinctions, or the manner or source of purchase." Contains the word "knowingly." Penalty, a fine not to exceed \$1,000, or imprisonment not to exceed 60 days, or both.

RHODE ISLAND.—Bill now pending in legislature. The PRINTERS' INK Model Statute. *Amended by adding the word "knowingly."*

SOUTH DAKOTA.—Chapter 15, Acts of 1913. Same text as Massachusetts law. Penalty, \$10 to \$100 for each offense.

UTAH.—Chapter 22, Acts of 1913. Any person who, on his own behalf or as agent, employee or representative, "shall knowingly produce, publish, print, use, circulate, display, or transport, any false, fraudulent or misleading advertisement," or shall cause any of those things to be done, is declared to be guilty of a misdemeanor. Section 2 defines an advertisement as "any notice or announcement made by a handbill, placard, sign, newspaper, magazine or other public print, or by an oral proclamation." Section

3 declares "objectionable and pernicious within the meaning of this Act: Advertisements of sales of 'damaged goods,' of 'fire sales,' of 'bankrupt sales,' of 'wreck sales' and the like, where merchandise not a part of such stock represented in the advertisement is sold, and all other advertisements wilfully designed or calculated to deceive or mislead the persons to whom they are directed." No specific penalty provided.

WASHINGTON.—Chapter 34, Acts of 1913. The PRINTERS' INK Model Statute. An added clause specifically exempts owners, publishers, agents and employees of newspapers who accept advertising in good faith. Penalty, as provided for "misdemeanor."

WISCONSIN.—Chapter 510, Laws of 1913. The PRINTERS' INK Model Statute *amended by the addition of a clause reading, "for the purpose of defrauding the public."* This is equivalent to the insertion of the word "knowingly." A clause exempts publishers who accept copy in good faith. Penalty, \$10 to \$200, or imprisonment not more than 90 days, or both.

Following is the complete text of the PRINTERS' INK "Model Statute" which is law in six states, as indicated above.

Any person, firm, corporation or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public, in this state, in a newspaper or other publication, or in the form of a book, notice, handbill, poster, bill, circular, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or misleading, shall be guilty of a misdemeanor.

Vol. I, No. 1, of the *National Policeman's Home Journal* has just been issued in New York. It is planned to issue the journal monthly.



What's happened to the Engineering Record?

QUITE a number of prominent engineers and contractors have asked that question recently. "It's going ahead faster than any paper I ever saw" is the substance of their next remark.

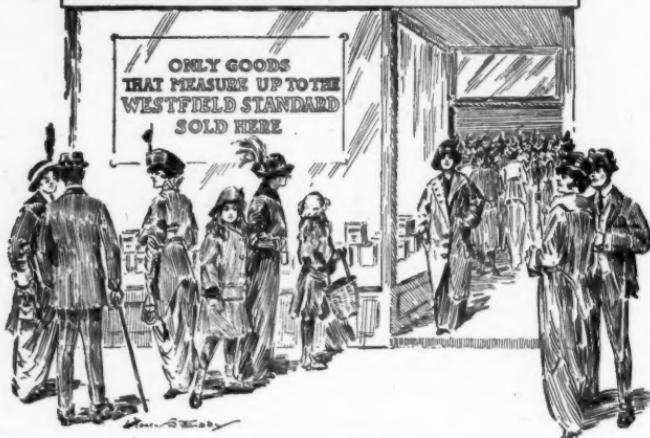
The Engineering Record IS going ahead fast. It is going ahead editorially, mechanically and advertisingly by bounds and leaps. It is proving that a technical paper can combine vigor and human interest with accuracy and authority, that deadly sameness is an avoidable evil, that advertising results keep pace with growing enthusiasm among subscribers.

Perhaps it is as a result of all this that there's more paid advertising in the Engineering Record each week than in any other paper that reaches civil engineers, contractors, waterworks officials and municipal engineers.

McGraw Publishing Co., Inc.
239 West 39th Street, New York

Electric Railway Journal
Electrical World Engineering Record
Metallurgical and Chemical Engineering

THE PURE FOOD GROCERY STORE



Westfield the Pure Food Town

*"Uncle Sam's" Westfield Store in
1669 and Westfield Stores today*

ONE of the earliest and most popular grocers in Westfield was "Uncle Sam" Arnold. It was around his hospitable board that Westfield men discussed the problems of the day.

The fact that he had a namesake in the Pure Food Town two centuries ago is probably a matter of indifference to Uncle Sam, but he cannot long remain oblivious to the civic example that Westfield is setting him today.

No sooner had the Westfield Normal School, the boarding house connected with it, and the homes within a twenty-mile radius, been aroused to action by the disclosures of Prof. Allyn than the grocers began to feel the strain.

One by one they visited the "impure food museum"—the morgue in which certain of their "highly recommended" commodities—everything from tea to tomatoes—from peas to preserves—were laid in state, ready for burial.

When the salesmen who had sold them these "dead" articles came back for repeat orders, they were gloomily directed to the last resting-place of their "best sellers." In vain did they try to disprove the "absurd" findings of the "meddlesome" professor and his "hysterical" pupils.

In vain representatives from the manufacturers journeyed to Westfield. In vain threats were made to "get" Prof. Allyn for damaging the sale of so many costly cans and packages of what-not. In vain manufacturers of "harmlessly adulterated" foods sought to have their products mentioned in the Westfield Pure Food List.

Obdurate as the Boston patriots who spilled too-highly-taxed tea into Boston Harbor, Westfield State Normal students, Westfield housewives, Westfield dealers, Prof. Allyn and the Westfield Board of Health formed a solid phalanx of unrelenting negation - a silent protest against *not too-highly* but *ever-so-slightly* adulterated foods.

There is no denying the significance of the Westfield Pure Food Movement. There is no denying the effect it is bound to have upon food standards in this country and in the countries whose exports are marketed here.

In his new role as Food Editor of *The Ladies' World*—the largest Pure Food Market in existence—Prof. Allyn will widen his sphere of influence immeasurably.

To manufacturers and manufacturers' agents, the articles from Prof. Allyn's pen will be of intense and vital interest.

If you have not read all of Prof. Allyn's articles which have appeared thus far in *The Ladies' World*, we will gladly send them to you upon receipt of your request.

THE LADIES' WORLD

McClure Building, New York

Who's who in America?

Who eats the most breakfast food?

Who has the candy tooth?

Who is forming life-long habits in making a toilet—in using a particular soap or tooth powder?

Who wears out the most clothing anyway?

Who is going to be a "consumer" longer than anyone else?

Who wants a bicycle and a watch?

This photograph illustrating two readers of St. Nicholas is reproduced by permission of the best-loved magazine.



Fourteen is the average age of St. Nicholas boys and girls.

If you don't know the answer, ask the ST. NICHOLAS reader in your home.

DON M. PARKER
Adv. Mgr.

President Noyes of the Oneida Community on Sales Methods and Price Maintenance

"I HAVE been talking with some of the biggest business men in the world—men I considered quite materialistic, if I may say so, and all treading the same paths—and they said that, after all, essential justice must be at the bottom of their profits or else they are too superficial; they cannot afford to go ahead with them, *because they will not last*. The business man of to-day is saying, 'Unless I can find that this principle of my business is founded on something except injustice, unless I can find that it is founded on right and justice, it is not going to be successful enough so that I can afford to put my hand behind it.' The movement of this principle has gone beyond anything that people outside of business know."

With this as a foreword, a rather radical creed was proclaimed by President P. B. Noyes, of the Oneida Community, appearing as one of the final witnesses before the House of Representatives Committee on Interstate and Foreign Commerce, in its hearings upon the bill to establish an interstate trade commission. In introducing himself, the manufacturer from Oneida, N. Y., told the Congressmen that he has been engaged in business—in the "selling end"—for 23 years and for 18 years past has been manager of the corporation which in 1880 took over the steel trap, silverware, silk thread and fruit and vegetable canning business established in 1847 by the Oneida Community.

"I have had 20 years' experience," resumed Mr. Noyes, "in the very thick of price business. I have been planning and carrying out commercial campaigns during that entire 20 years—successful ones, I mean to say; so much so that I believe the conditions are known to me as well as to anyone in this country. I have

worked on five different lines of goods. The unreasonable cutting of prices for ulterior purposes is to-day one of the worst abuses, I believe, in the country in the merchandising of goods.

PRICE-CUTTING A WEAPON OF MONOPOLY

"The difficulty of it is that, on the face of it, the maintenance of prices by distributors—arbitrary prices—sounds so much like helping monopoly that the question never has obtained a fair show. In reality, price-cutting is one of the chief weapons of monopoly. You have heard this before, but I should like to emphasize it because I come across it so many times. The trade-marked article is the weapon by which the man with much capital drives out his neighbor in the distributing business by cutting the price where the smaller dealer cannot stand it. I first believed very intently in something along the line which Mr. Brandeis advocates, namely, a condition permitting all manufacturers to fix the retail price to the distributor, to the retailer, and to the consumer. In such a way those prices could be defended by the manufacturer and prevent these price-cutters. But, as I went on studying the subject, I became an intense believer in what I consider the modern movement.

"I have studied the thing a good deal from my own experience, and I said: 'While some remedy must be found for these abuses of prices, to grant each one of us manufacturers the arbitrary power, without regulation, to put our prices on a certain basis and enforce them throughout the country is a back step, with an abuse just as bad.' I think it would be worse; and I will explain to you what led me to that. I called it 'the buying of distributors.' Mr. Brandeis has said that

competition among manufacturers will prevent men from putting restricted prices on any goods that were unreasonable. That would be so if it were not for the fact that the stable office of distribution can be controlled in this way; and I think of the kind of thing that we talk over privately among ourselves, saying, 'Can we do this or can we do that?'

"If we can do it, we must give the jobbers a bigger profit, and he will stand for it if we do that; and we must give the retailer a bigger profit, and he will stand for it if we do that. What we are working against, for example, is an article which cannot be manufactured and then distributed for less than four dollars, we will say. This is a figure that comes under my notice, and it gives the avenues of distribution their cost and a profit on their investment. A store comes along and cuts that price to three dollars, and advertises it for the purpose of attracting trade and sets the price of three dollars for the whole country, and it can be done by anyone. That is the abuse.

THE OTHER SIDE OF THE SHIELD

"Now, the other side of the proposition is: Supposing I concede that through this method I want to get a great deal bigger profit than I am getting. I add on my profit, but I get away with it by going to the jobber, perhaps, who is getting 15 or 20 per cent profit, and I fix his profit at 30 per cent. That jobber becomes my agent. Then I go to the retailer and I find that his average profits in that line are 30 per cent, and I will fix his profit at 50 per cent on our line.

"Having built up all those profits; having, as I call it, subsidized the jobber and sub-subsidized the retailer, I land the whole thing on the consumer at a price of five dollars. I have landed that price of five dollars and built up the strongest bulwark I can build. In other words, I have got 200,000 dealers in the country working night and day for me, because they are making such a large

profit on my products, and my competitor starts in and gives just as good goods, comes in the market and offers them at four dollars. The dealer may find that he must put in some of those four-dollar goods, but he is making twice the profit, perhaps, on my goods that he is on the four-dollar goods, so he says to everyone who comes into his store: 'These goods are four dollars and these goods are five dollars; of course, if you want something cheap, you may take this four-dollar thing.' You know how they talk. 'But this five-dollar article is well worth the price; this is the best.' Those 200,000 dealers are working for me; are advertising my goods to get the consumer to come and talk about them, because I give them this extra profit.

WHY HE ORIGINALLY WAS AGAINST PRICE MAINTENANCE

"Most of the manufacturers with whom I have been associated and whom I am with in the necessity for some way of regulating these price-cutters will not follow me in that, and I never made the idea public, even to my best friends, until I had gone over it for several months. I have talked it over with others who have been my lieutenants in many a campaign, and they all agree with me, when you come right down to what really is so, that this is the fact. I have got the right which gives me the ability to bribe, as I call it, the dealer. And we are all doing that lots of times. We are all raising the profit of the dealer to get away with the proposition. That is the reason why I was against it, yet there I was left in a dilemma. I took up the idea with Mr. Nims and he proposed an idea which I believe is fairly well established in Germany and France, of not allowing the manufacturer to fix a final price, but to make the prices the subject of a damage suit when it could be shown that somebody had cut your price—namely, set the price for the country—lower than they could be marketed on the average; when

you could make clear that there was a damage to you. But, of course, in that there are many questions which arise as to the legal practice, as to where you would set the line. It finally came very strongly in my mind, after this trade commission was proposed, that there was the solution of the whole thing. I felt that if manufacturers were allowed to fix resale prices, said resale prices to be registered with the trade commission, that, without any further provision, such as the necessity for that commission to go into and actually ferret out the exact relation of cost and sale, you would have the check that would cure the abuses which we now have.

MUST WORK WITH GOVERNMENT

"My observation of the attitude of manufacturers to-day on such subjects is that we can no longer stand alone, but must work with the Government, and that if we have a commission of that sort I feel very sure no one would venture out in the direction of price maintenance without having their entire sanction. The power of the trade commission would have to be confined to trademarked articles, because outside of trademarked articles there is no reason for restricted prices. Price-cutting is done to get the benefit of a valuable name in a man's private business.

"I know one case that came right under my eyes in Wisconsin. A man announced that at a certain time of the year he would have a special sale of silverware—plated knives. He used in his advertisement the name of a well-known manufacturer of knives and advertised a price lower than any jobber could buy them. During this week of his sale it was his real object to sell a lot of knives made for him with his own name on them. Usually, he told me, he got rid of 100 to 150 dozen under his own name. He advertised the standard knives under a very low price, but when a woman came in he would show her his own goods; demonstrate to her that she did

not want the standard goods; put up a very ingenious talk; and sold her his own knives at 50 per cent higher price.

"He would say, 'Who do you look to to guarantee you, the manufacturer or me? These knives are guaranteed by the manufacturer, but I know nothing about them. I am responsible for these knives with my name on them; I had them made purposely for me and I know all about them. I stand behind them. If they are not right come to me. I am here in town. Would you not rather get something right here in town from somebody you know all about, and get your money back if you want to, or have some indefinite guaranty from somebody away off.'

"He sold his knives at four dollars, while he advertised the standard knives at \$2.15, and he told me that when he got through with this sale he had bought one dozen standard knives and had those knives left on hand. That is an extreme example, but there are all grades of that practice. It is a very serious matter, and if it is not settled in this way, before you get through with it somebody will have to settle it in the interests of restraining monopoly, because it works in that direction in the end.

"I think we are entering upon an entirely different situation than this country has ever known before in the relation of business men, not only to the Government, but to the ethical justice of things—to each other and to the public. I have been associated with more business men, I think, than any other man in the country, because we have four or five businesses. I have made it my business for twenty years to travel. I know all of our customers in all our lines all over the United States, and my observation is that the change in sentiment in the last five years is something phenomenal. I go to a man whom I have not seen in five years. I find him to-day talking honestly to me in private about his own ambition and through it all I can discern that feeling that if you find

your business is founded on anything but a sense of justice at the bottom, that you are wasting your time and your money, because you are going to break down.

"I believe that limited price-restriction would have a favorable effect upon the high cost of living. The unlimited price-restriction would have a very unfavorable effect. The unlimited price-restriction, I believe, would add more to the cost of living than anything else that has been brought up, because every line of standard goods would undoubtedly be brought back to a nice profit to everybody and you would land a big cost; but I believe to-day the price-cutter who goes down below cost eventually does more harm to the consumer than to anyone else. I would wish to see the interstate trade commission pass upon the reasonableness of prices—upon the reasonableness of profits. Such registration would show me a profit of 10 per cent; show a profit of 15 per cent to the jobber, and 35 per cent to the retailer."

Answering a question, President Noyes said: "If you fix a resale price you must either allow a man to sell dead stock, as it is called, or take it back. I do not believe there is any justice in tying a man up on his price and then leaving dead stock on his hands. If a concern is in a state of insolvency all I should ask is that the manufacturer should have the privilege of taking them back or of letting him cut. I do not think the manufacturer should say they can neither cut nor take them back. Retailers could return to jobbers, and once a year you would have a cleaning-up time with your jobbers. We have not had the question come up with the retailers so much, but we have a regular rate at which we take our goods back; a percentage that is enough to rebox them. All our goods have to be reboxed."

The McMurphy Paint & Varnish Company, Denver, has started a newspaper campaign on Rubber Floor Varnish for the benefit of dealers throughout the West.

Toronto Gives Use of Buildings to Convention

It is announced that the City of Toronto has donated to the Associated Advertising Clubs of America the use of the buildings of the Canadian National Exhibition for their convention, which will be held in that city June 21 to 25. The present intention is to use the Transportation Building for the general sessions and retail advertising; the Horticultural Building for newspapers, magazines, outdoor and trade-paper advertising, as well as general advertisers and agencies; the Applied Arts Building for general and religious publications and street-car advertising; the Dairy Building for printing and engraving, farm publications, specialties and novelties; the Art Gallery for printed and lithographed matter and the Display Building for store and window displays. There will also be a specially equipped press building, a building for the ladies, and a post-office. The committees and officials will have their quarters in the Administration Building. It is announced that an effort will be made to secure Sir Wilfrid Laurier, and Dr. John A. MacDonald, of the *Toronto Globe*, to speak at the Inspirational Meeting to be held at Massey Hall, Sunday afternoon, at which the Mendelssohn Choir is expected to furnish the music.

Wants "Pure Food" Law for Book Advertising

Literary criticism in American book reviews is lacking in good taste and intellectual candor, according to Prof. Bliss Perry, of Harvard University, former editor of the *Atlantic Monthly*, in the first of the annual series of Bromley lectures on journalism at Yale March 20. His subject was "Literary Criticism in American Periodicals."

The criticism is influenced too much by the league between the publisher and the critic, he said, to obtain the best commercial results from the sale of books. The criticisms are governed by ill-paid and untrained journalists.

He also criticised the book advertisements. "The courts insist on labels for food," he said. "There is no pure food law for books." This indiscriminate advertising, he thought, will ultimately defeat itself.

Premium Offer with "Liquid Veneer"

The Buffalo Specialty Company offers a 25-cent "L-V" Dust Cloth free with every 50-cent bottle of Liquid Veneer, provided a coupon is properly filled out and presented to the dealer in whose advertisement the coupon appears. The coupon is fifty lines by two columns, a size which dealers will readily insert at the top of their own advertising. The coupon explains the advantages of Liquid Veneer and mentions certain days only on which the premium will be given away.

We are employees.

There is a type of advertiser who looks upon his advertising agent with distrust,—he regards him like a brand of tobacco, to be frequently changed in the hope of finding an indefinite "something better."

We are thankful to have few if any such accounts; we regard our clients as employers; we do not want to be constantly "soliciting"; no one can do his best work in an atmosphere of unbelief.

We are proud of having clients who do not flirt; for we feel that the loyalty of an employee deserves the loyalty of the employer.

From time to time we hope to acquire more clients of this sort.

F. Wallis Armstrong Company
Philadelphia

MUNSEY'S

WE print opposite the most important list of writers ever announced by any magazine, and the fact that these authors will each contribute a novel to be printed complete in subsequent issues of THE MUNSEY is a circulation argument absolutely without parallel in the publishing world.

MUNSEY'S MAGAZINE is receiving the benefit of practically every channel of publicity. The April issue alone is being advertised in 460 newspapers covering 239 cities, at a cost in excess of \$15,000. Space is being used in 15,000 street cars throughout the country, and in twelve of the leading national magazines.

The circulation thus added is clean, wholesome and spontaneous. It is built without offering a premium, cut rate or "club."

At the rate it is adding circulation, THE MUNSEY is today the best advertising service purchasable at its price.

The Frank A. Munsey Company

Commercial Nat'l Bank Bldg.
Chicago, Ill.

175 Fifth Avenue
New York

'S MAGAZINE

EVERY one of these Famous Authors will contribute a Book Length Novel each to be Printed Complete in a Single Issue of MUNSEY'S MAGAZINE:

Arnold Bennett

Anthony Hope

A. E. W. Mason

Joseph Conrad

Agnes and Egerton Castle

G. K. Chesterton

Beatrice Harraden

O. R. Crockett

Maurice Drake

Ralph Connor

Baroness Orczy

E. Phillips Oppenheim

C. N. and A. M. Williamson

Emerson Hough

Rupert Hughes

Henry Wallace Phillips

An Announcement

All of our papers in the future will be sold exclusively through the *Birmingham & Seaman Co.*, in the following cities:

New York City
Chicago
St. Louis
Milwaukee
Detroit

We manufacture the following well known grades of paper:

ENGLISH FINISH OPACITY CATALOG
SUPER OPAQUE CATALOG
FEATHERWEIGHT ENAMEL
MAYFLOWER ENAMEL
VELVET WHITE ENAMEL
RADIAN ENAMEL

BRYANT PAPER COMPANY

F. H. MILHAM, President

Mills and General Offices:

KALAMAZOO MICHIGAN

Capacity 250 tons per day

The Why of the Coupon

It's Always with Us in One Form or Another, Because It Makes a Basic Human Appeal—See What It's Done for Grandfather Murrey's Shoes and a Host of Other Products

By W. Livingston Larned

So far back in advertising history that most of us have entirely forgotten about it, a little Southern manufacturer of very "cheap" shoes wondered how he could persuade more people to sit up and take notice when he told about his goods in the public prints.

He argued in this fashion:

"My advertising is interesting. I am satisfied that a liberal percentage of people read it, but human nature is pretty much the same all over—we soon forget—good intentions fall by the way-side—we overlook doing things we intended to do. The good-faith purposes of to-day are shuffled up in the busy deck of to-morrow's duties. . . ."

In other words, the "Do it now" slogan, as modernized, was this manufacturer's basic idea. He knew how "easy it is to forget." He knew that people read an item, and if they do not act promptly upon the suggestion therein contained they never "think of it again."

Since the day when this gentleman was in business people have not materially changed. In order to overcome what he deemed a great weakness in the advertising structure he invented the coupon. It may not have been the very first infant coupon ever born to this earth. We will not call the wrath of the data-gatherer down upon us, but we will say, with considerable spunk, that up to this time the Solid South had not had daily tête-à-têtes with the coupon.

The manufacturer gave up one corner of his total space to a typed invitation. He dotted it across, that those who ran might cut, and intimated that if the reader would take the trouble to pin said coupon on a letter and

send it along to the main office, he would receive something for nothing. It requires no specific grade of intelligence to imagine that this sort of appeal would never go begging. The average man will cheerfully lug a mowing machine or a two-ton road-scratcher home if he is told he can have it for nothing. There is magic in that marvelous little four-letter word *free*. It dazzles, it hypnotizes, it holds us in a spell, our fingers begin to itch instinctively. We grab for something.

Ask any mail-order house man what the word *free* will do when inserted in a solid body of bird-shot text. It will awaken the inactive purchasing instinct of Mrs. Jones, buried deep in the backwoods of some tiny Kansas town, or it will make Hiram Squiggs, president of the Russetville Machine Works, Russetville, Indiana,



FAIRLY URGES TO ACTION

turn sharply in his chair and exercise his trusty right with a quill pen. You could get rid of all the seaweed and cacti in the universe if you nailed a "Free" sign somewhere on the premises. Folks would lug it away for fear someone else might beat 'em to it.

But the little shoe manufacturer in Southern Georgia realized the importance of being in a position to give his samples and booklets away. Every coupon returned was a live nibble from fat feeding-grounds. At least 50 per cent. of the readers who took the trouble to send back that coupon were interested in mail-order shoes. Cu-



GROUP OF COUPONS SHOWING STYLES OF DISPLAY

riosity and the "get-it-for-nothing" instinct were not overpowering odds by any means. Moreover, Mr. Manufacturer was securing valuable names.

He built up a splendid business. I saw the factory building the last time I was South. Sons and sons of sons had been handed that big institution on a silver platter, and it had kept on paying, generation after generation, mainly because of a very early and a very husky prestige. I happened to ask one of the boys why it was

they did not feel the keen competition. And he answered me, straight from the shoulder:

"It's Grandfather Murray's coupon." I looked through a bundle of musty old, dusty old files, and saw those first coupons. They were the royal if quite unsophisticated ancestors of the modern manured and be-fuddled coupon. The germ was there, wriggling through the cobwebs of some thirty long business years.

The coupon as it is used now serves very much the same purpose. It tends to block a man's path just as he is on the verge of stepping over to another page and to another firm's advertisement. The ingratiating, polite and affable manner of it compels action. You have a sudden reversion of feeling against refusing such a nice offer. It'll cost you nothing, anyway, and it's so easy to sign the

little jigger, slip it in an envelope or paste it on a postcard and drop it in the mail-box.

Out on the farm, during the long snows and the interminable days of stuffy mid-summer, when the "young folks" are "visiting in town," mother is stopped by that coupon. She slowly reads it, nips it out with her scissors and sends it on its busy way. And before long the Parcel Post chap whistles at the white gate. He has a catalogue or a book of samples or—something or other. That sort

of action usually ends in a sale. A coupon *concentrates*. It's the check-rein on a bad memory. It's always "just around the corner" waiting for you, bowing and smiling a welcome. It shows you how to get something for nothing. It is the phantom hand of friendship that spans the miles 'twixt manufacturer, jobbing house or middleman and the little farm in the wilderness. It is often intimate,

mon and most sensible schemes is to reproduce in or near the coupon the article, book, or what-not it invites us to send for. Nothing is left to the imagination then. Most of us are stupid—we can't help it. We can't *imagine* how a thing looks. Imagination is a rare gift—the sort of imagination which makes it possible for a man or woman to form a quick mental picture of the described article.

We are very much more apt to *do* something or *send* for something if we can see it before us while we're in the mood. The humbug bugaboo is dispelled. Materialization in picture form gives us reassurance. And as many of the free catalogues and illustrated booklets offered free for the sending of a coupon have highly interesting covers, the procedure of giving said books prominent display in juxtaposition is at once shrewd and far-seeing.

But there are other even more ingenious pictorial methods. Trade-mark figures, for example, point to, or lean over the coupon, factories peep above them, display lines of lettering form an eye-catching portion of the squares or triangles.

One advertiser goes the pointing hand one better and shows a hand holding a coupon. Another shows a hand actually cutting the coupon with a pair of scissors to carry the "mental suggestion" further, another hand holds a pencil and the coupon is being blue-pencilled with a check-line.

Every one of these ideas deserves credit. They have a mission to perform, and do it well, nor were the ideas evolved easily. It takes a great deal of mental gymnastics to get out of the beaten rut. Every single day resourceful advertising men are pronouncing negative the stupid statement that "There is nothing new under the sun."

JUVENILE APPEAL IN COLUMBIA GRAPHOPHONE COUPON

always friendly and consistently honorable in living up to its promises.

Now that so many firms have discovered the meaty good of the coupon, the struggle for leadership and attention-compelling value has grown tempestuous. Once on a time you could not fail to see the coupon for there were so few of them. Now every other advertisement bears a coupon of some shape, size or description. They dog-ear the corners of thousands of publicity schemes. And they each and every one have a perfectly legitimate reason to exist.

Just how to force attention to that coupon, and to bring it into greater prominence than its neighboring coupons, becomes a fine art struggle. The most wonderful and ingenious pictorial schemes are resorted to.

We concede at once that a pictorial trick is a very efficient manner of leading one's eye to the coupon. Unusual shapes, arrangements and illustrative episodes will do this. One of the most com-



Death of W. H. Wilson

W. H. Wilson, for the past year business manager of *The Tradesman*, an industrial paper published at Chattanooga, Tenn., died March 10, at Atlanta, Ga. He was formerly with the Ice Publishing Company, of Atlanta.

Gude Answers Outdoor Critics

IN sketching the development of outdoor advertising March 17, before the Springfield, Mass., Publicity Club, O. J. Gude, of New York, gave some attention to criticisms against this medium. He said in part:

"In the past 10 years the business has been almost completely revolutionized. The irresponsible methods are disappearing and in place of the cheap and flashy pictures and ugly bills, works of art of real esthetic value are appearing. At least \$1,000,000 has been expended in improving the conditions of billboards in the past year. The boards are being framed, the best of fireproof materials are being used in their construction and in every way notable improvements are being made. The reform work is just beginning here. At its annual convention last year, the National Bill Posters' Association voted a large sum of money for uplift work and already many handsomely lithographed pictures of the 'Nativity,' and a series of lithographs depicting incidents in the life of Gen. U. S. Grant have been posted in convenient spots. This work is rather a promulgation of the esthetic, and at the same time is a source of inspiration and education to the public. The cost of the printing for these alone will be \$78,000, and minor organizations within the national association will spend more money in the extension of this work. More than a million dollars in all will be expended in this uplift work by this most maligned branch of advertising.

"The average reformer looks backward rather than forward. He refuses to see improvement, for it would spoil his agitation. The reformer picks out the faults of an organization and turns away from the advanced improvement. The billboard method of advertising is improving physically and esthetically. To be sure, the billboard in some places does detract from the natural beauty

of the country, but after all the fundamental property right must not be overlooked. As long as the laws are not broken and safety is observed the courts have always ruled that estheticism cannot be read into the constitution.

"But the foremost people in outdoor advertising do recognize the value of estheticism. We have refused to buy space in some sections when it has been offered for sale, and then the bad boy steps in and buys it. In Fifth avenue there is an improvement society which looks after the welfare of the avenue and I am a member of it. To prevent the bad boy from buying space in this section the Gude Company took options on several places which it never used. Naturally we did not care to assume all the expense and asked the society to take its share of the burden and this it politely refused to do, and as a result protecting Fifth avenue costs the Gude Company large sums of money every year from which they can never hope for return.

"The Fifth Avenue Association still agitates against the sign board, but refuses to pay a single dollar to uphold its ideals."

Turning the Scrap Pile into a Strong Advertising Point

The Pyle National Electric Headlight Company, of Chicago, in its advertising in the *Railway Age Gazette*, is asking to be "judged by the scrap pile." Under the headline, "Judge Us by the Scrap Pile," appears the following copy: "The scrap heap tells the whole story, and each discarded piece signifies an unrealized hope—discards indicate the character of the organization behind the Pyle set—the organization striving for a perfect headlight. Discards represent the courage to scrap expensive dies, jigs, patterns, templates and parts, because entire satisfaction was not obtained. Every scrapped piece marks a step in the right direction, a degree of progress. Sixteen years of this scrapping of unsatisfactory parts and of substituting satisfactory ones, has produced a machine that sets the world's standard in headlight practice."

Hale Sells Interest In Boston "Journal"

Matthew Hale has sold his interest in the Boston *Journal* to Walton A. Green, Frederick W. Enwright and Dr. Hugh Cabot. Mr. Green, who has been editor of the paper, is now its publisher. Mr. Enwright will be the manager and associate publisher.



Because of the increasing circulation and the demand for more complete color service, our manufacturing equipment is being enlarged.

Beginning with the issue of June twentieth, we will be able to print the center double pages in colors every week.

COLLIER'S
THE NATIONAL WEEKLY

H. S. Hannesfahr.

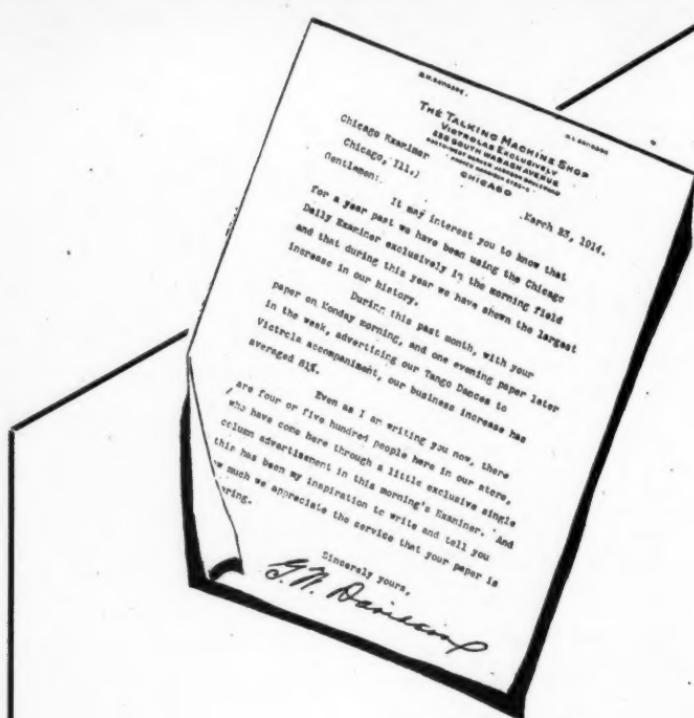
Advertising Manager

COLLIER'S CIRCULATION
ISSUE OF MARCH 14th

Gross - - - 719,124
Net - - - 714,911

Present rate of \$3.00 a line
based on 600,000

A new serial "The
Tyranny of Beauty" by
"Jane Bunker" begins in
the April 11th issue, also
many other features.



Chicago

Five years ago two young men started in the Talking Machine business. They had nothing to sell but Victor Victrolas and records. As every one knows, the prices of Victor Victrolas and records are the same in every store in the United States. Therefore these young men had nothing to offer to the public except a very careful personal service, a very thorough knowledge of their business and a very earnest desire to please.

They began using the Chicago Examiner almost from the start. They advertised a Personal Service, a human interest store, a thorough knowledge of Victrolas and a careful attention to the interests of their customers.

Their business increased four hundred per cent in four years. They could offer no sales, they could make no cuts in prices, no reductions. They simply advertised the service they were rendering.

The Chicago Examiner

Here Is
Another
Advertiser
Who
Says
"Thank You"
to the

Chicago Examiner

Last year they began using the Daily Examiner exclusively in the morning field and yet their increases have been even greater than in any previous year.

Last month, also, they used the Daily Examiner exclusively in the morning field and their increase was EIGHTY-ONE PER CENT.

How many of you advertisers who used some other morning paper exclusively showed an increase of EIGHTY-ONE PER CENT in February? How many of you showed twenty per cent increase? How many of you didn't show **any** increase at all?

Is there any possibility that maybe you are not using the **RIGHT** morning paper exclusively? Isn't it possible that this paper that has done so much for other advertisers could do the same for you? It is an old saying in Chicago that

Chicago Examiner Pays

BRIGGS

Poster Advertising Service

MEANS

We prepare your poster copy.

We prepare estimates to cover any territory, large or small.

We show on the estimate the exact cost of posting every town.

We show exactly the right number of posters required to properly post each town—and we don't guess at it.

We so place your posters in each town that they most effectively reach your kind of buyers; and

We guarantee service on every poster in every town you post.

If you will ask us by mail to call for a poster talk—we will be obligated—not you.

The A. M. Briggs Co.

Peoples Gas Bldg. Chicago

BRANCH SALES OFFICES:

New York

San Francisco

Cleveland

Louisville

Detroit

Dallas

Buffalo

Kansas City

Copy That Fits the Market

How the Harvard Brewing Company Cashed In on the Traditions of the New England People in Marketing "Pickwick Ale"—Copy Treatment That Gave a Good-Natured Touch to the Appeal

WHEN J. R. Nicholson, president of the Harvard Brewing Company, Lowell, Mass., decided to put a superior draught ale on the market he was confronted with two distinct problems: choosing a name and finding a copy appeal that would create an atmosphere of good cheer and wholesomeness about ale-drinking.

The usually annoying problem of selecting the market of least

an inborn heritage, and a populous and compact market which a few salesmen could easily cover out of either Boston or Lowell.

After selecting an agent whose past experience had familiarized him with this market, the first task—choosing the name—was approached. The company sought a name that had a distinctly British flavor to it, for it was remembered that the great bulk of New Englanders were descended from people who originally came from the British Isles. Then the directors wanted a name which recognized the conservative traditions of a people to whom traditions were very dear. Added to that they wanted the name to have the very necessary spirit of good cheer and wholesomeness. If they could also find one that suggested national endorsement of ale-drinking so much the better.

The reason for this lay in the fact that, while in Ireland and England immense quantities of ale were consumed, in the States beer was the favored beverage, not only because of the advertising that had won it that place, but because it was less expensive and more popular. The campaign to introduce this new ale, then, must be largely of an educational nature. It should lay stress on the mildness of ale, pointing out the benefits of that quality.

So in considering the list of possible names it is not surprising that the right one was finally found in the works of an author who has endeared himself to all

who read and speak the English language, for Dickens loves to weave into his stories the spirit of good cheer and good-fellowship which grows out of a friendly glass. And in *Pickwick Papers*

Pickwick Ale on tap

"Morning Sam' said Mr. Weller.
The son walked up to the pot of Ale, and, nodding significantly to his parent, took a long draught by way of reply.

"Very good powers o' suction, Sam' said Mr. Weller the elder, looking into the pot, when his first born had set it down half empty. "You'd ha' made an uncommon fine oyster, Sam', if you'd been born in that station o' life."

There's a fascination about Ale drinking. The bitter hop flavor of Pickwick Ale acts as a tonic to the tired system, while its delicious flavor makes you wonder why all people do not drink it both as a beverage and strength giver.

Mr. Pickwick

HARVARD BREWING CO.
Lowell, Mass.
Boston Branch, 40 Commercial Wharf

THE ATMOSPHERE OF DICKENS IN THE COPY

resistance was solved beforehand, because in this case the home territory—New England—offered an ideal try-out field, as it combined the characteristics of the English people, with whom ale-drinking is

this note is very pronounced—hence "Pickwick Ale."

In his selection Mr. Nicholson felt he had a name that would fit into the traditions of his market as no other could. It carried with it the thought of the quaint, vigorous, healthy characters that make Dickens so popular. It held great possibilities, too, for the copy writer, who was free to draw upon the romances and plots of *Pickwick Papers* for text and copy. It opened the way to get away from the crowd, and build an ad that had a distinctive, good-natured background.

With the name out of the way the next step was planning the copy appeal and the campaign, always with an eye to the New England people. A number of different appeals were considered. The somewhat common method of playing up the immensity of the brewery and the selected materials which went into the product was voted down. This appeal, it was decided, failed to give the needed atmosphere to the product. It was felt that people are more interested in the results accomplished than they are in the make-up of a product. An attack on beer and the drinking of heavier beverages was also undesirable, and the plan finally adopted was simply to talk ale-drinking in good company for real pleasure.

In presenting this appeal it was decided to keep close to the Pickwick idea. Characters were selected from Dickens whom the author had seen fit to associate with ale-drinking, and into their mouths the arguments were placed. The illustrations, the type, the tone, the language all carried the atmosphere of *Pickwick Papers*. Forty of these 10-inch, triple-column ads were used, each signed by "Mr. Pickwick."

This newspaper advertising was the backbone of the campaign. Starting in Boston, it is to spread with distribution to nearby cities.

President Nicholson's reason for hammering a restricted territory was due to peculiar trade conditions. He does not advocate this for others, however. On the contrary he says: "I

would be of the opinion, that a manufacturer of any other product, provided the nature of it did not influence demand, would be wise in distributing it so that he would not be dependent on local depressions. We do a large business on other products in Lowell, a textile center, and Lawrence, a woolen center, and I would consider it a mistake to confine our efforts to either of these cities for that very reason."

Coupled with this newspaper work outdoor advertising was effectively used, and a judicious amount of direct work was done on the dealers to make them realize the influence of the newspaper advertising. For this purpose a house-organ called *Pickwick Papers* was issued. The feature of the house-organ was a column called "Around Boston," which was filled with personal squibs picked up at the different Boston cafés. Then there were the "Further Adventures of Mr. Pickwick," illustrated in the regulation Pickwickian way. The chief purpose of the publication was to show the dealer proofs of the advertisements which were appearing in the newspapers and out-of-doors, and it is claimed that this plan proved quite effective for winning the dealer support.

What it profited the Harvard Brewing Company in dollars and cents to adapt the name and copy of its new ale to the market is not a matter of record. How many more barrels of this ale were sold because it was named "Pickwick" instead of "Jumbo," "White Rose" or "Harvard," is an open question. But we do know that the company has seen fit to extend its advertising; we do know that the product "took hold" from the start; and we do know that it has created considerable discussion and mouth-to-mouth publicity. So by adapting a product to the market and playing on the traditions and temperament of the people being appealed to, it would seem that such a course lightens the burden of the advertising, and assures the advertiser of getting the maximum results from the campaign.

Quoin Club Re- organizes and Enlarges Former Scope

Many Important Periodicals Join the Organization as a Result of a New Plan of Work—Will Conduct a Statistical Bureau and Promote Magazine Advertising Along Broad Lines

THE Quoin Club, one of the oldest and most influential of advertising organizations, has unanimously adopted the report of a special committee headed by Herbert S. Houston, which it is believed will greatly increase the usefulness of the club to its membership, as well as enhance its importance as a factor in the advertising world. The immediate effect of the plan for reorganization, which is a direct result of the work of the Magazine Promotion Committee, of which J. Rowland Mix, of *Scribner's*, has been chairman, has been to increase the number of members until it now comprises twenty-seven of the leading magazines of the country.

The official title of the revived organization is: "The Quoin Club: The National Periodical Association." Following the adoption of a new constitution, all of the old officers resigned. H. R. Reed, of the *Christian Herald*, was at once re-elected president. The other officers are: Vice-president, Wm. J. Ryan, *Literary Digest*; treasurer, J. B. Latour, *Harper's Monthly Magazine*; secretary, J. C. Bull, *Scribner's Magazine*. E. B. Rommel continues as the working secretary. These officers with the following newly elected members constitute the Executive Committee: A. C. G. Hammesfahr, *Collier's*; J. Mitchel Thorsen, *Metropolitan Magazine*; Frank C. Hoyt, *Outlook*; C. Henry Hathaway, *Good Housekeeping Magazine*; Herbert S. Houston, Doubleday, Page & Company.

The Quoin Club, as originally formed, limited its membership to the advertising managers of the periodicals. Under the new plan,

each periodical will be represented in the club by two persons, one to be the advertising manager and the other to be the responsible publisher or general manager of the publication. This will give the club a broader outlook upon all matters affecting the interests of the periodical publishing business as a whole.

Originally the club limited its activities very largely to reporting upon advertising agencies and upon the financial credits of both advertisers and agencies. It will hereafter enlarge its scope so as more nearly to correspond to the activities of the mutual trade organizations existing in all manufacturing fields, as well as those able organizations existing among the daily papers, outdoor people, street car advertising interests, etc.

The report of the Reorganization Committee outlines ten different forms of activity. In addition to the very important work of reporting on credits, etc., the Quoin Club will hereafter carry on a complete checking service, giving its members full data as to the amount of advertising carried in other classes of mediums. It will conduct a statistical bureau for the gathering of information likely to be of service and value, affecting general advertising. For example, it will become a member of the Chamber of Commerce of the United States and will tap the important statistical information furnished by that body in regard to every branch of American industry. It will also keep an alphabetically arranged file of all articles pertaining to national advertising in general and periodical advertising in particular, that appear in PRINTERS' INK and other trade journals in this country and abroad, and have this so indexed that it will become immediately available to any member at any time.

PUBLICITY FOR MAGAZINES

The scope of the Quoin Club will be still further enlarged to include a propaganda of publicity in the interests of the magazines. There will probably be

published for general distribution among national advertisers, such information and arguments as the organization feels will be of service to the common interests of its members. It will arrange for the proper display of magazine advertising exhibits at such national conventions as that of the coming convention of the Associated Advertising Clubs in Toronto. Magazine men were chagrined to find that at the Baltimore convention the magazines were in no wise adequately represented in comparison with other forms of competitive advertising.

Still another line of work that will be undertaken is to co-operate more closely with advertising agencies. For example, if an agent or an advertiser wants to know what has been accomplished in any particular industry through periodical advertising, the Quoin Club proposes to be a clearing-house for such information.

The concluding paragraph of the committee's report is as follows: "Here are ten definite things which the committee joins in proposing, nearly all of which, if not every one of which, can immediately be undertaken. The committee feels that these joint undertakings will effect economies for every member that will make it possible to adequately finance the proposed organization without adding anything to the cost of getting business. In fact, the committee is convinced that such an organization entered into with enthusiasm and carried forward with efficiency can become not only a constructive force in developing new business and a protective force in conserving present business, but an economical force in making it possible for its members to get advertising at a lower cost."

Newspaper Campaign to Oust Police Commissioners

Under the head "Backbone Wanted" the Society for Suppression of Commercial Vice ran ads in all of the Kansas City papers recently. The ad explains that the society has not received the co-operation of the police commissioners in its work, and that the re-appointment of the latter is therefore inadvisable.

Says Each City Should Have Advertising Bureau

In an address to the members of the Poor Richard Club, of Philadelphia, last week, E. J. Berlet, president of the Walnut Street Business Association, and one of a general committee appointed by hotel men to promote the plan for a campaign advertising the city of Philadelphia, said that he found it was unwise to leave the plans for a city's advertising in the hands of chambers of commerce, boards of trade and other trade bodies. He said that organizations of this sort expect immediate results and that if results were not forthcoming the members lost interest. He also stated that "Philadelphia should have its own advertising bureau and pay for its own advertising. Appropriations should be made each year so that the work could be established on a permanent basis. Such a bureau should lay plans to obtain conventions for Philadelphia, not for next month or next year, but for two, three or four years hence. It is the future work that counts and brings the biggest results. We should get over the idea that Philadelphia is a factory city. We should advertise Philadelphia as a city of amusement and pleasure."

Post Office Cannot Furnish Circulation Data

The Post-Office Department has receded from its original attitude regarding the furnishing of circulation figures filed by daily newspapers under the Act of August 24, 1912. PRINTERS' INK is in receipt of a letter from Third Assistant Postmaster-General Dockery in which he says that he has not the clerical force necessary to undertake the compiling of the data. "This bureau endeavored for a time," he says, "to furnish information of this nature upon requests for data concerning a few publications only, but the requests became so numerous that the practice could not be continued without interfering with the work of the department."

A New "Nyal" Product Advertised

The New York & London Drug Company, which makes and distributes "Nyal" preparations, is marketing a new soap under the name of Nyal's Face Cream Soap, which will retail for 25 cents. An extensive advertising campaign has been inaugurated. Page ads are appearing in *Cosmopolitan*, *McClure's*, *Hearst's*, *Leslie's*, *Everybody's*, *Sunset* and *Red Book*. Window displays have been prepared, together with counter literature, which will be distributed to all "Nyal" dealers.

Tucker Joins Walton Agency

Richard E. Tucker has resigned as advertising manager of the Frederick E. Murphy Automobile Company, Minneapolis, and is advertising manager of the Edmund G. Walton Agency, real estate, Minneapolis.

Powers in Their Field

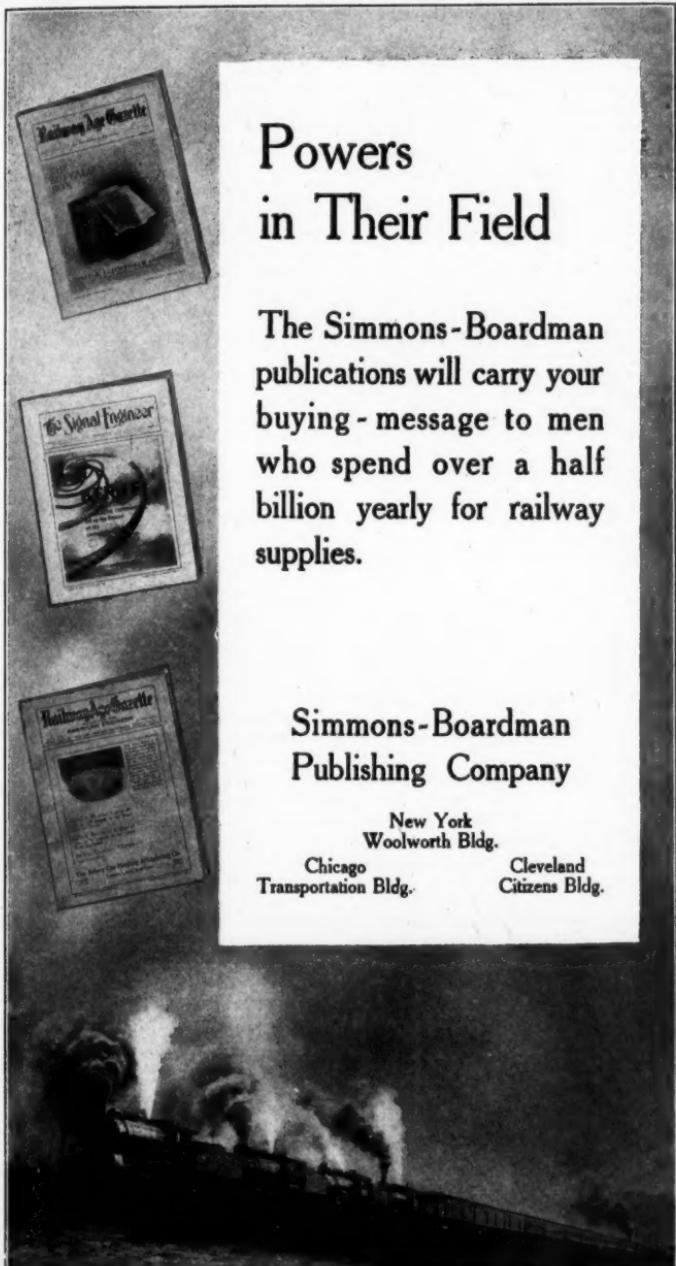
The Simmons-Boardman publications will carry your buying - message to men who spend over a half billion yearly for railway supplies.

Simmons-Boardman Publishing Company

New York
Woolworth Bldg.

Chicago
Transportation Bldg.

Cleveland
Citizens Bldg.



The Press Agent as a Bad "Buy"

He Cannot Contract to Fool Newspapers, Even Though Editors Use His Stuff—A Tightening of the Lines—Why the Policy of Stealing Publicity Is Fundamentally Weak

By Fred B. Applegate

Address March 11, at Annual Dinner of Rochester, N. Y., Ad Club

THEY tell me that the most complicated of organisms and the simplest of animalculæ are made up of the same kind of atoms; the builder of the Woolworth had to recognize the same laws that bothered primeval man when he put up the first stone hut; I have never yet run across a book on mathematics where twice two was not four. There is no great change in fundamentals. There has been considerable overhauling of advertising and business ethics lately, but after all the investigations and resolutions and discussions we have simply doubled on our tracks and come back to the old copy-book precept that "Honesty is the best policy." Very big things can be gauged and measured by very simple rules.

PRESS AGENT'S "ENTRÉE" A JOKE

Trying to get something for nothing in the newspapers does not pay because it is ethically wrong, and a thing that is ethically wrong does not pay in any line of business. It is based on fraud. The man who promises or attempts to smuggle advertising into a newspaper must do it in one of two ways—either he must deceive the editor or he must make him a partner in crime and the two must unite in a conspiracy to deceive the reader. In either case, the public is victimized—it has paid its penny for all-wool news and is handed shoddy advertising.

When this work is put in charge of a press agent, the problem becomes less complicated but more difficult. His energies are de-

voted, not so much to fooling either the newspaper or its readers, as to making his employer think he fools them, and, to give the devil his dues, it must be admitted that in his success at this he proves his far-famed "cleverness." A press agent is about as welcome in a newspaper office as a grip microbe, his boasted "pull" is about as effective as a rabbit's foot, his copy often gets no farther than the waste-basket—but he stays on the salary list.

Trying to get something for nothing in the newspapers is a losing game, and the man who plays it is on a par with the man who smokes himself to death by trying to get an automobile with cigarette coupons. He may think he is a winner, but he is not. When I say that free publicity does not go I know that every newspaperman here will solemnly nod his head, and I also recognize the fact that every advertising man will wink the other eye. I will be told that thousands of pages of free publicity have been "put across," and the end is not yet. I will have my attention called to baseball, the theatres, the "movies," and innumerable other enterprises that have been fostered and built up by free publicity. The point is well taken, but, in spite of it, I still hold that trying to work the newspapers does not pay, just as I hold that house-breaking does not pay in spite of occasional successful hauls. Baseball and other amusements do not seem to be amenable to the ordinary laws of publicity and advertising—thus far, their news value has put them in a class by themselves, and the same may be said of a few purely money-making enterprises—but these latter cases are exceptional.

EDITORS ARE NOT DECEIVED

The past, however, is no good guide for the future. The lines are tightening. The publisher is beginning to realize the money value of his columns, and is guarding the gates more jealously every year. He is becoming less and less of an "easy mark." His eyes have been opened, and if he

swallows the transparent bait of the press agent it is not because he does not see the hook. If the "flimsy" or manifold gets by him he has his own reasons; but he is not fooled. Whether those reasons are good or not, I am not here to discuss—that is his affair—but the modern editor is no Rube, and the press agent who contracts to trick him is selling goods he cannot deliver. The average press agent stuff would not deceive the editor of a high school monthly; in a real news-paper office it seldom gets out of the envelope.

UNPROFITABLE BUSINESS

But even if occasional tainted copy does get to the linotype, working for free publicity is unprofitable business. Exceptional news value in the story or unusual genius in the press agent may result in occasional "steals," but these are rare. There are few geniuses among press agents; most of them are far from it. In the majority of newspaper offices, when they do not rise to the dignity of nuisances they are looked upon as jokes. Their boasted "entrée" is a myth, and the advertiser who invests in it is buying the most buoyant kind of optimism, or, in the vernacular, "blue sky." As to news value—that, in most cases, is an even greater hallucination—the will-o'-the-wisp that leads many an honest but over-enthusiastic advertiser astray. To him, his business is the most important and fascinating thing in the world, and he takes it for granted that the whole world is equally interested. It is not. I would not give much for a man who did not think his business was the greatest business in the country, but as a rule I would discourage the idea of making a first-page story of it. Only the other day the manufacturer of a safety appliance told me that his contrivance was entitled to free space in the newspapers because there was a possibility of its saving life. The same thing might be claimed by the man who makes warm underwear or stomach pumps.

But, admitting that press notices do slip in occasionally, I still hold that they do not pay. *It does not pay any advertiser to run counter to the policies and prejudices of the thousands of newspapers of the country.* It does not pay to antagonize the A. N. P. A., which voices the sentiments of a great group of the major newspapers of the United States. It is foolish to invite the hostility of the press, to irritate it continually by attempts at petty graft. Many and many a time, the press agent, especially in big matters, when he has attempted to color editorial comment and influence public opinion on some political or economic question, has simply succeeded in attracting the unfavorable attention of some editor to his project and uncorked vials of wrath which he might otherwise have escaped.

Considering the proportion of returns, there is no more expensive form of publicity than the brand that is labeled "free." A tremendous percentage of the copy sent out never sees the light of day. If the ad in the "story" is so cleverly hidden that it really does get by the copy-desk, the chances are that it is so well hidden that it is ineffective when it gets into print, and the results are nil. Many an advertiser will spend thousands of dollars on the odd chances of "putting over" some half-baked story in which his name or that of his goods may be casually mentioned once or twice, and think he has done a clever thing, when at much less expense he could have said just what he wanted to say and said it boldly, honestly and effectively.

The man who does not advertise has no earthly excuse for asking free publicity favors from a newspaper. The man who does advertise has no more right to demand them than the purchaser of a pound of cheese has a right to ask his grocer to throw in a pound of crackers. If the advertiser is not getting his money's worth out of a newspaper, he should quit advertising; if he is, he should ask for no trading stamps in the line of reading notices.

Data Departments as Selling Aids

P. DUFF & SONS.

PITTSBURGH, PA., Mar. 4, 1914.

Editor of PRINTERS' INK:

I want some information about data departments and am quite certain that PRINTERS' INK can furnish it. I would like to know something about the percentage of manufacturers with whom you come in contact that you find equipped with what you would call an adequate data department. By that I mean one that can promptly furnish any needed information as to the costs and sales in the business. Will you tell me something about this which you have gathered from experience?

From what I know myself, I am certain that it's a serious weakness with the majority of manufacturers, this lack of such a department. Wm. Duff, II.

The use of centralized data departments, while still slighted, is by no means uncommon among the more progressive advertisers. The National Cash Register Company, the American Sales Book Company, E. I. Du Pont De Nemours Powder Company, Burroughs Adding Machine Company, W. H. McElwain Company and other prominent concerns find such data of much help.

The most comprehensive department of this kind we know of is conducted by a large Chicago food-product advertiser. A special room is used for the data and is in charge of a librarian and two assistants. Besides a carefully indexed library dealing with the industry and business affairs in general, special locked cabinets are used for filing a vast array of different comparative statements and a confidential file in which data are collected dealing with peculiar trade situations and conditions in every community of importance in the country. These data take the form of special reports from salesmen, carbon copies, or paragraphs from letters, personal observations by officials in memorandum form and newspaper clippings. This file makes it possible for any official to secure at a moment's notice inside information regarding any desired territory. Scrap-books are also kept, in which are pasted important newspaper clippings commenting on the firm or the

industry. These scrap-books are carefully indexed according to the name of the paper as well as the subject, and serve to give the house an insight into the editorial attitude of the various newspapers and how they should be handled, should occasion demand.

Another Western manufacturer finds it profitable to gather data regarding a wide variety of subjects for use of the sales force in selling to different lines of trade. For this purpose two papers in every case are subscribed for, and the articles to be filed are pasted on cards and indexed by vocation with metal tabs.

It is also understood that the National Lead Company has worked out a method which makes it possible for it to collect various kinds of selling data pertaining to its business, but instead of centralizing the department the data are distributed among the different branches where they may be needed. Some manufacturers find their salesmen invaluable for gathering this kind of data, one concern even going so far as to use its salesmen to size up and report on the local newspaper situation in each town. Several such instances have been cited from time to time in PRINTERS' INK. The attitude of John Wykoff Mettler, president of the Interwoven Hosiery Company, on this matter and his account of how he gathers and uses such data should be of help to the above correspondent. This article appeared in the October 23, 1913, issue of PRINTERS' INK.

A research department is maintained by PRINTERS' INK for the classifying and indexing of the data relating to the special field of this journal. There are now over 33,000 reference cards in this index, and two young ladies devote their entire time to the work. From 300 to 400 cards a week are added to the collection. While this department is primarily for the benefit of our editorial staff, the system is suited for use by manufacturers and we shall be glad to explain it to any interested persons.—[Ed. PRINTERS' INK.]



"Unlike any other paper"

The farmer is not now
enjoying a "revival" of
good times—for he has
never ceased having
them!

He is ready to buy if
you are ready to sell.

Make sure, therefore, that you are in the May issue of

The Farm Journal

It appears during the last two weeks in April—which is the get-ready-to-begin time for the farmer. He is buying all manner of things then, so use The Farm Journal to put your story into the real farm homes of the country, for therein you will find the people with the ready money.*

*Ask any banker or business statistician for confirming facts and figures.



"Unlike any other paper"

If you will act at once, and we are not oversold when your telegraphic reservation gets to us, you will have time to get in May,*—not any too much time, it is true, but enough.

Our May corresponds with many April-dated farm papers as to time of distribution. We are, perhaps, more prompt than some in getting to our readers after forms are closed.

*An advertiser who has already arranged to use May says: "My candid opinion of The Farm Journal is best expressed by my continued advertising in it."

"The golden months of our selling season" is the phrase used by an automobile maker to describe spring and summer as the time to interest farmers.

If automobiles can be sold to country people during their busiest season, why not other things?

Last year a rose grower discovered that it paid to stick at it in summer; a gasoline engine builder found that he could make sales in a supposedly "off" time—so be in the May issue* of

The Farm Journal

—
"That is, if you can get in! 104 advertisers were left out of one issue not long ago.



"Unlike any other paper"

"The thing is to be sure that the manufacturer doesn't get overlooked when the farmer spends his money," said a Chicago agent, as he sent his orders.

But don't depend on us to get your order. You will have to take the initiative.

Investigation rather than solicitation has always been the basis of our appeal to the advertiser—in

other words, whatever space is bought in

The Farm Journal

is bought because the paper pays the advertiser.*

Our final advice is this: wire reservations; mail copy.

Wilmer Atkinson Co.
Washington Square
Philadelphia

*Your agency can show you, or can get for you, exact figures that will convince you that The Farm Journal is always among the leaders, whether it is inquiry-getting or mail-order selling.

A Sales Policy That Wins

The Old Campaigner in "The Institute Wire," of the Alexander Hamilton Institute.

THE attitude that a salesman oftentimes takes in going in to see a prospect might be put into words somewhat in this way:

"Well, now, I wonder what excuse this fellow is going to try to 'ring in' to turn me down. If he says his business is 'different,' I'll just show him how ridiculous that argument is. If he says he is not interested before I've had a chance at him, I'll bawl him out. And if he says too busy—well, I'll give him the fight of his life, that's all."

Contrasted with this, his attitude should be something like:

"Well, I'll just drop in on this fellow and tell him what I've got. If he absolutely doesn't want to listen, he doesn't absolutely have to—I can find plenty who will. Furthermore, figuring on the law of averages, each man I don't sell merely brings me that much nearer the man I am going to sell. It makes just one less man that I have to see before I land my one in three or one in four, as the case may be. So I'll just do him the favor of telling him my story in a friendly, conversational way."

There should be no tension, no straining and no unnecessarily long answers to objections. In fact, if you will take this attitude there will be no objections. The things that you are prone to think are objections are in reality merely questions. Answer them in very much the same short, matter-of-fact manner in which you would answer the questions your own brother might ask about the proposition you are selling.

Having been successful, expect further success.

Your best days will be days when this point of view is strong within you. And your best sales will be those in which the presentation is made in a real cosy, conversational and thoroughly friendly, though forceful, manner.

These will be the days when you are master of the situation. You will dominate the interview. But you will not be conscious of having dominated. The dominating will be done through your thorough knowledge of your proposition, your confidence in it, and your ability to communicate that confidence to your prospect in an easy, conversational and disarming manner.

Trade Paper Boosting Consumer Campaigns

The *Trade Register*, a grocers' and general merchants' journal of Seattle, Wash., has adopted the innovation of telling its readers what its advertisers are doing in the way of consumer publicity. The paper explained this by saying, "A comprehensive knowledge of the advertisers' programmes in the premises will be valuable to subscribers and will enable them to profit to the greatest possible extent by the consumer advertising in question." Among the advertisers whose plans are described are the Joseph Burnett Company, Boston (flavoring extracts); Corn Products Refining Company, New York (Karo Corn Syrup); the Fleischmann Company, Cincinnati (compressed yeast); the Genesee Pure Food Company, LeRoy, N. Y. (Jell-O); Charles B. Knox Company, Johnstown, N. Y. (Gelatine); National Biscuit Company, New York; Quaker Oats Company, Chicago, and the O. & W. Thum Company, Grand Rapids (Tanglefoot fly paper).

Answers Complaints in Paid Space

The Dallas Gas Company, Dallas, Texas, has resorted to newspaper space as a means of explaining to customers why the gas bills for January were greater than those for December. It seems a large number of customers wanted to know why it was, so to satisfy everybody large space was employed to give a comparison of the minimum and maximum temperatures for every day during both January and December. The detailed daily temperatures taken from U. S. weather bulletins indicated that the January bills covered a decidedly colder period than did the days included in the December bill.

Fairbanks-Morse Copy to Farmers' Wives

E. S. Pearl, advertising manager of the St. Louis house of Fairbanks-Morse & Co., has issued a large folder for farmer lists: "The Revolt Against Chores." The folder appeals directly to the farmer's wife, telling her that she lifts "750,000 pounds of water a year," etc., and urging the installation of one of the firm's labor-saving pneumatic water systems on her farm or ranch.

Manufacturers Favor New Price-Maintenance Legislation

Prohibition of Quantity Discounts Does Not Seem Unreasonable — Many Have Already Dropped Them

IN many respects it is surprising to note how many manufacturers express their willingness to give up quantity discounts in order to secure the right to maintain resale prices, as provided in the Fair Trade League's bill introduced by Representative Stevens, and known as H. R. 13,305. PRINTERS' INK queried 50 leading advertisers of products sold through dealers, enclosing the complete text of the bill, and asking opinions as to the effects on the trade of the provision making it impossible for a manufacturer to base his wholesale prices on the quantity of goods sold if he wishes to control the price to the consumer. The replies indicate not only a pretty general willingness to consider the question in a broad way, but also show that the giving of quantity discounts is not nearly so universal a practice as some observers believe.

One manufacturer who asks that his name be withheld (which is to be regretted, since his products are among the greatest advertising successes ever known) states that, in his opinion, the bill prohibits only *individual discounts*, and allows quantity discounts which are publicly announced and offered to all alike. That this is a misapprehension may be demonstrated by a careful examination of the terms of the bill.

The manufacturer who desires the right to maintain prices under the terms of this proposed law must comply with certain conditions. Among other things, he must file with the Bureau of Corporations a complete schedule of prices, both wholesale and retail, and the text expressly provides that those prices shall be *uniform*. Further, the text reads:

The price to the vendee under any such contract shall be one of such uniform prices to wholesale and to retail dealers according as such vendee shall

be a dealer at wholesale or a dealer at retail, and there shall be no discrimination in favor of any vendee by the allowance of a discount for any cause, by the grant of any special concession or rebate, or by the payment of any rebate or commission, or by any other device whatsoever.

As a matter of fact, the Government is asked to grant this right to manufacturers solely upon the grounds of its fairness to all alike; because it gives to jobbers and dealers, big and little alike, precisely the same advantages. Those who have studied the problem deeply know that there is absolutely no use attempting to secure Governmental sanction for a law protecting resale prices to *consumers*, which does not at the same time prescribe that prices shall be uniform to *jobbers and dealers*.

Of course, no manufacturer is to be compelled to take advantage of the proposed law. If he does not want to drop his quantity discounts he can go on as he is now doing. As it is stated by Samuel Cabot, Inc., Boston (shingle stains, wood preservatives, etc.):

Obviously this bill leaves much to be desired, but it is probably the best that can be obtained under the circumstances and will enable manufacturers of certain products, such as Mr. Ingersoll, for example, to protect themselves. The prohibition against special discounts for quantity bought or other causes will prevent many from taking advantage of the terms of the act. It may have a wholesome effect because it is notorious that the quantity discount has degenerated into a special favor which is all out of proportion to the saving made by the manufacturer because of landing large orders. The effect of the bill will therefore be on the whole wholesome, and after the principle has been once established and its beneficent effects observed in practice, further steps may more easily be taken.

Some manufacturers are frank in stating that they do not care to prevent price-cutting which is almost universal on their goods.

The sales manager of B. T. Babbitt, New York, writes:

While we sympathize to a very great

extent with the work of the Fair Trade League, still we cannot take any action in support of their contentions because as a matter of fact, our soap is sold at five cents, six for 25 cents, in practically all markets and we have never decided that it is to our advantage to endeavor to stop the six for 25 cents proposition.

The Beech-Nut Packing Company, Canajoharie, N. Y., believes that the manufacturer should have the right to give quantity discounts as well as to protect resale prices. Walter H. Lipe, vice-president of the company, says:

We believe that the manufacturer of a trade-marked article should have the right to name the re-sale price, not only to the wholesaler but to the retailer as well; that he should also have the privilege of determining the quantity that each factor should buy and the discount earned according to the work performed.

We believe that the manufacturer who places too high a price on his product does so at his peril and invites competition, which may eventually take the business away from him.

We know of very few dealers who want to take a less profit than we would provide. The only exception being those who pose as selling all the goods they handle at a less price than their competitors. They want to cut the standard article to cost to make that demonstration impressive, with the thought that the buyer will be foolish enough to believe that all the goods they sell are sold on the same basis, and that the other dealers he has previously purchased from have been overcharging him.

The total of those whose comment is not altogether favorable is completed by Geo. S. Parker, president of the Parker Pen Company, Janesville, Wis., who says that the bill "does not seem to be all that manufacturers are entitled to"; and A. Stein & Company, Chicago, makers of Paris Garters, who express a doubt as to whether price maintenance can ever be legally enforced.

Adverse criticisms have been stated at the start, because it is highly important, if any price-maintenance law is to be enacted, to know what objections on the part of manufacturers themselves are to be met. Fortunately for those who have this bill in hand, however, the objectors seem to be in the minority.

Johnson & Johnson are prominent in the application of up-to-date business methods in the drug

trade. F. B. Kilmer, for years in charge of the company's advertising and promotion work, writes:

I am inclined to believe that it would be of great advantage to the rank and file of the drug trade for the manufacturer to be able to fix a uniform resale price for his goods. At the present time, such a course is impossible and in my judgment is a serious handicap to the dealer and often disadvantageous to the buyer. It is possible that the bill in question might necessitate the readjustment of the relations of the manufacturer, jobber and retailer, but I see no reason why this could not be easily accomplished.

I believe that, upon the whole, the enactment of this law would be well received in the drug trade.

Another concern in the drug trade, Smith, Kline and French Company (Eskay's Food), says that a uniform price to the consumer ought to mean uniform prices throughout. G. H. Benkhardt says:

I am in favor of the bill just as introduced, without any "ifs" or "buts." The giving of quantity discounts is getting away from the principle of one price to all, and for that reason, if for no other, I feel that if there is to be a uniform price to the consumer, there should also be a uniform price to the dealer. A sliding scale by the manufacturer should mean a sliding scale by the retailer.

On trade-marked, patented or copy-righted goods, I believe it to the best interests of the consumer, as well as the owner, if this bill in favor of price maintenance, or one price to all, should be passed, and become a law.

"Sauce for the goose is sauce for the gander" is the comment of L. B. Jones, of the Eastman Kodak Company:

My opinion is that the provisions in the Stevens Bill are fair.

In discussing this question of price maintenance, at one time, with a large manufacturer, he told me that he was having great difficulty in his business because large dealers were cutting the price, much to the annoyance of small storekeepers. It developed later in the conversation that some storekeepers were getting 25 per cent discount, some were getting 33 1/3 per cent, and some were getting 40 per cent. I told him that under such circumstances I did not see how it would be possible for him to protect the man who was only getting 25 per cent. Of course, those storekeepers who were getting 40 per cent had been put by him in a position to undersell the little fellow and at the same time make a fair profit for themselves, and he could hardly expect them to be foolish enough to throw this opportunity away.

It seems to me that what is sauce for the goose is sauce for the gander. The manufacturer who requires the

public to pay uniform prices for his products should in turn sell his products at uniform prices to his dealers. Of course, in many lines, provision must be made for the jobber. But that's another matter and is provided for in the bill.

Not only does the Northwestern Knitting Company, Minneapolis (Munsingwear), regard with favor the dropping of quantity discounts, but announces that, for its own part, quantity discounts disappeared when national advertising began:

We think that every manufacturer who wishes to fix the resale price of his product should recognize the justness of a requirement prohibiting the giving of quantity discounts. Munsingwear has always been sold at the same price to each of the nearly 5,000 merchants who carry it in stock. The merchant who buys \$10,000 to \$25,000 worth of Munsingwear has always paid the same price as the merchant who buys one-sixth dozen. It has been part of our policy, since we commenced national advertising in 1898, to sell Munsingwear at absolutely the same price to everyone.

We have never attempted to fix the resale price, because for the most part Munsingwear is sold through exclusive agencies. We believe, however, that it is to the interests of the public, as well as of the retailers and manufacturers, that manufacturers should have the legal right to fix the price at which their product should be sold.

R. R. Moore, vice-president of the Diamond Crystal Salt Company, St. Clair, Mich., says that business would easily adjust itself to new conditions:

We believe it would be a good thing to do away with quantity discounts to the trade. It would certainly give the small dealers a better chance to compete for business than does the present custom of allowing such discounts.

It has been customary for the large buyer to demand and for sellers generally to concede a lower price on account of a large quantity.

There is perhaps one valid excuse for such quantity discounts. It reduces the selling expense.

We believe, however, that business would soon adjust itself to the new conditions, which would be absolutely fair and give every dealer an equal show, which we believe to be the ideal condition.

The Genesee Pure Food Company, Le Roy, N. Y. (Jell-O), is another concern which the prohibition of quantity discounts would not affect:

We are not much interested in the feature of the bill concerning quantity discounts, if, as we assume it does, the

bill aims to prevent varying prices to different merchants.

The Genesee Pure Food Company does not make any discrimination between the large and small buyer and has only one quantity discount, which is the regular jobbers' discount. No special discount is made on large orders, and the small dealer has exactly the same terms and the same privileges as the largest house in the country.

We think you will recognize what is known as the "square deal" policy in our method.

Dr. Lyon's Tooth Powder has been on the market since 1866, and is one of the most widely distributed products sold through drug and department stores. Floyd Y. Keeler, business manager of the company, discusses the bill very fully and carefully. Mr. Keeler says:

As it stands the bill to legalize fixed prices now pending before Congress, should be of great and lasting benefit to consumer, retailer, jobber and manufacturer alike.

After reading the bill there appears to be one possible defect, and that is: although it provides adequately for the fixing of the resale price and legislates against the granting of quantity discounts, yet it apparently provides no penalty if these provisions are transgressed. A similar bill, No. 668, passed recently in New Jersey, provides as follows: "Any person, firm or corporation violating this act shall be liable at the suit of the maker of such branded or trade-marked goods, or any other injured person, to an injunction against such practices, and shall be liable in such suit for all damages directly or indirectly caused to the maker by such practices, which said damages may be increased three-fold, in the discretion of the court."

The writer is heartily in favor of the bill as pending, but believes it would be more effective with some such clause inserted. The first part of the bill very clearly defines the difference between big business and monopoly, which is just. The second is a matter of proper labeling, and is followed by many manufacturers to-day. The third would be the establishment of a bureau similar to the Patent Office which, if properly handled, should be a great boon to everyone directly or indirectly interested.

Continuing, Mr. Keeler discusses a feature of the bill which is not touched upon by other concerns quoted here:

The return of goods because of dissatisfaction on the part of the dealer, or because of a damaged condition, or because the goods have deteriorated, would be welcomed by us as a manufacturer because we would then know that our customer, the consumer, on whose good will we rely, received only perfect goods. In fact we pursue this policy now whenever possible.

TODAY'S OF TODAY

is so totally different from the TODAY'S of the past that we have published a little book with that title—"TODAY'S of Today."

We want you to have a copy.

The book is unique, in that we take you right into the bosom of the family and tell you just what we are and just what we are not.

Rarely has a publisher stated his policies. We have clearly and frankly published ours in this booklet; and told how these policies are being carried out. No matter how much you may know about advertising and publishing, we can promise you several new ideas in this fact booklet.

Whether you are optimistic or skeptical—whether you are prompted by a desire to be well posted or merely by curiosity—whatever your motive, send for this book to-day.

Today's
Magazine for Women

Frank W. Nye

Advertising Manager
46r Fourth Avenue
NEW YORK

Western Office: People's Gas Building, CHICAGO

A Man of Ideas

seasoned by eighteen years' experience, now filling a responsible position in an important agency, would change. He is known as a planner, merchandiser and writer of marked ability.

He seeks to identify himself with an agency where the highest class of personal service is rendered and where his talents will have full play.

OR

with a good house which needs an advertising manager of knowledge, force and initiative; who will not be a figure-head.

This man is thirty-eight, of good health and good habits, married. He is not particular as to the location of a real opportunity. He requires \$4500 the first year.

"Quill," Box 169,
Care Printers' Ink.

One of the benefits of such a bill as this, should it pass, even though it may not be the long-sought-for panacea for price cutting, will be the clarifying of the legal atmosphere that now shrouds it, and will relieve the doubt which exists in the minds of most manufacturers as to how to interpret the recent decisions of the Supreme Court, based on the Sherman Anti-Trust Law.

In connection with the quantity discount provisions, Mr. Keeler recommends a study of the method of handling a similar problem in England.

As for the regulation of quantity discounts, we believe that as a broad principle the same price to every one and no deals or extra discounts is right, equitable and fair, and we have followed this policy successfully for fifty years. We feel, however, that it is quite conceivable that this might work an injustice.

There has existed for many years, in England, an association known as the Proprietary Articles Trade Association (generally called by its initials) which accepts a membership fee of five guineas from the manufacturer. It has as members all the leading jobbers and a majority of the retailers, who agree with the manufacturer on a scale of prices, as follows: A universal retail price, a dozen price to the small dealer, a one-half gross and gross price to the small jobber, a five-gross price to the London jobber. These prices are known to all, and the better price for quantity is available to those who wish to take advantage of it. The small differences in price being looked on merely as extra compensation for carrying stock. These general rules, together with the right of a listing in the P. A. T. A. handbook, are most carefully protected by the members, and transgression by a member means loss of membership, which means cut prices and the almost impossibility of again joining the association.

This fixing of quantity price only applies to quantities up to five gross (it would not pay to ship less from United States to England), and is really a problem of payment of carriage charges on small quantities, overhead cost, etc. It is, therefore, essentially a problem of distribution to the small dealer, in no way affecting the maintenance of price or of establishing a quantity discount that would be a detriment to the successful working of the plan. In the proposed bill might not such a beneficial arrangement as this be barred on the ground of granting a quantity discount?

The writer would suggest that the organization and by-laws of this most successful English association be studied in connection with the pending legislation as a helpful sidelight on a condition which is being more or less successfully met in the United Kingdom.

J. H. Hunt, president of Hunt Brothers Company, San Francisco (canned fruits), records a favorable disposition towards legitimate

quantity discounts, but expresses a willingness to give them up for the privilege of maintaining resale prices:

We are heartily in favor of legalizing the fixing of resale prices, which is about the only way a manufacturer can protect his business against vicious competition directed at him for the purpose of discouraging other dealers from handling his product.

While we are perhaps skeptical about the proposition to prohibit quantity discounts, nevertheless we believe that it would tend to regulate the business and, after all, prove to be beneficial rather than detrimental.

It is a common practice among manufacturers to give large retailers the benefit of wholesale prices, thus enabling such large retailers to enjoy the benefits of both the wholesaler's and retailer's profit. This is not objectionable where such large retailers maintain the retail price, but it often happens that such large retailers, being in a favorable position as compared with smaller retailers who must buy from jobbers, offer the goods at cut prices, thus making it impossible for the small retailer to meet the same and maintain a satisfactory profit to himself.

Therefore, it would seem to us that if it were possible to do so it would be better to legalize the fixing of the retail price without prohibiting the giving of quantity discount.

As a manufacturer of a nationally advertised product, we are interested in giving the consumer the best possible value for the proper retail price and at the same time giving dealers a satisfactory margin of profit. We don't see wherein it would be detrimental to the small dealer nor to the consuming public to continue permitting large retailers to enjoy a quantity discount, so long as the retail price was maintained. However, we would favor prohibiting quantity discount rather than be unable to establish and maintain resale prices.

Lord & Taylor, New York, distributors of "Onyx" hosiery, and "Mérode" and "Harvard Mills" underwear, state that they are thoroughly committed to the one-price principle. George A. Weinman writes:

We are firmly rooted in the belief that "one price to all" is the only proper method, and our own business seems to be the best argument in its favor. We have never discriminated, and whether the buyer be large or small, the price remains the same.

So many laws have recently been passed interfering with business that anyone might well hesitate before taking up any question on this score, but all the legislation about maintaining of prices seems to be absolutely unnecessary.

Where there is fluctuation in price there is no stability. It is impossible to create confidence in any article which never seems to touch rock bottom as regards its cost. Giving special discounts for quantity purchases always causes

ASK your printer what class of firms specify Old Hampshire Bond for letterheads and business forms. He will name for you firms that overlook no element however small that will add to their prestige and reputation for high standards.

Old Hampshire Bond

Samples of modern letterheads on Old Hampshire Bond will be sent free if you write on your present letterhead. If you care to include 10 cents in your letter we will send you a liberal sample of our Semi-Business Stationery.

HAMPSHIRE PAPER CO.

South Hadley Falls, Mass.

The only paper makers in the world making bond paper exclusively.



friction. The knowledge of these special discounts makes the smaller purchaser restive. He has constantly before his eyes the lower price quoted to the larger buyer and is always in fear that this will enable the heavy operator to undersell him.

At one time there was a general practice to grade the price according to the standing of the customer, and where there was a greater risk, it was natural to exact a larger profit. Special discounts seem to work in the same way. Sometimes a small dealer, in order to take the benefit of the special discount for quantity purchases, will over-buy and eventually find himself loaded up with goods for which he has no outlet, but the sale of dependable reliable merchandise at one price to all is a safeguard. If the product is one of merit and quality the dealer can purchase according to his wants and duplicate frequently, requiring no unusual outlay of capital, so that in the end this proves most profitable because the "turn-over" is assured.

There must be stability in a business if it is intended to be a success, and a sliding scale of prices is directly opposed to that condition. We have had ample experience as to the correctness of our position in this matter. Our customers are perfectly well satisfied, and there is an ever increasing demand for our brands. The trade knows the price is fixed, and the confidence which is established through this uniformity of price makes for good business and increased sales.

Horace B. Cheney, of Cheney Brothers, New York, silk manufacturers, heartily endorses the proposed legislation. He writes:

"We are heartily in accord with the desire to secure legislation allowing the fixing of resale prices by the manufacturers. It is absolutely necessary for it to be done if honest manufacturers are to protect their business and their reputation against the assaults of persons who desire to avail themselves of their reputation and advertising for the purpose of their own advertising. A property right in advertising, in name and reputation for which a firm has spent a large amount of money should be recognized just as surely and equitably as the law recognizes the right in the buildings and machinery in which the goods are created. There is no more justice in allowing a mail-order house or department store to appropriate for their own profit the advertising or good name of a manufacturer than there would be to allow them to seize for their use the mill and machinery of a manufacturer.

"The question of quantity price or discount which has been referred to by numerous people does not affect us in the least. We do not make a practice of giving special prices or discounts and are known throughout the trade as a one-price firm.

"We have at various times suffered severely, with other manufacturers, from all kinds of unfair competition; the stealing of our designs by other manufacturers, copying of our fabrics, put-ups, labels, and trade-names, by the sale of other people's goods as our goods; but the worst difficulty we have to encounter, and the one most serious in its consequences to our trade, is the price-cutter.

"There have been instances in which merchants have advertised our goods for sale at less money than they paid for them, not old stocks, dead stocks, or goods which had gone by, but new, fresh merchandise, just purchased, desirable and in good demand, sold simply as an advertising feature to get people into a store or to convince customers that they sold goods cheaper than their neighbors, the result being that our trade in that city for some time following was seriously injured. Merchants only produced our goods when asked for, all inducement for them to sell our goods having been removed.

"We consider this form of merchandising just as much stealing as if they broke into our store and stole our money."

Publicity to Secure Small Farmers for Missouri

A. W. Douglas, chairman of the executive committee of the Federated Commercial Clubs of Missouri, announced March 24 that a direct campaign to secure more creameries and poultry farms for the State is to begin at once. He will work with and through the various local commercial clubs of Missouri.

Pritchard with Lesan Company

E. H. Pritchard, for four years on the copy staff of the Federal Advertising Agency, New York, has joined the copy staff of the H. E. Lesan Advertising Agency.

"Swapping"

THE "swapping" of recipes for cake—or whatever—is a pleasant diversion of neighborly women-folk. And usually to the profit of the men who later eat the cake or the pie—or whatever—although they have professed scorn of the discussion of its buttery and sugary details.

But you will notice this, about swapping recipes. These "swaps" rarely bridge social chasms.

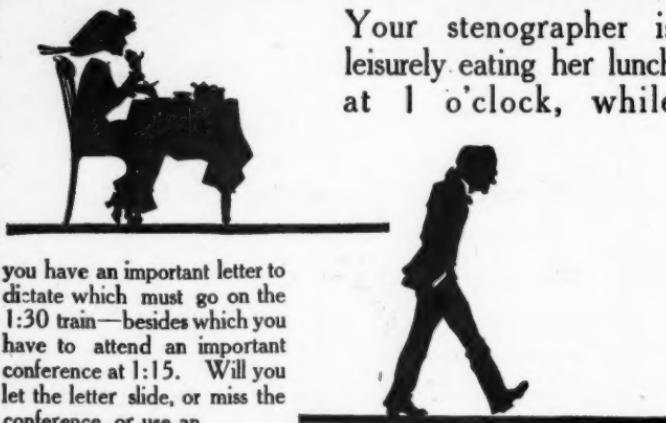
Aunt Martha may lunch with you at the Waldorf. But, though she be famed for her pie at home, she doesn't often question the chef as to his French pastry.

We look for recipes only to our own kind of folks—folks who have the same things in the pantry, folks who know enough not to expect a body to bake on Monday, folks whose recipes don't call for things we haven't got or can't get from the store—our own kind of folks, who live as we live.

Which is one explanation of the two million circulation of WOMAN'S WORLD in the small towns. WOMAN'S WORLD is edited for the woman in the small towns, with a sympathetic knowledge of life in a small town and on the farm—and almost every subscriber recognizes the *homey* touch in the household departments.

It is an important difference in women's publications.

WOMAN'S WORLD
Chicago



you have an important letter to dictate which must go on the 1:30 train—besides which you have to attend an important conference at 1:15. Will you let the letter slide, or miss the conference, or use an

Your stenographer is leisurely eating her lunch at 1 o'clock, while

Edison Dictating Machine

(Prevent substitution, Specify "Made by Edison")

and accomplish both without hurry or extra effort?

You not only save your own time with this form of office efficiency; you also practically double the capacity of your whole force. No letters are held up or neglected because some one is dictating. The stenographer's whole time is spent in transcribing—nothing is lost taking notes or deciphering.

The Edison Dictating Machine has been developed to its present advanced design by a corps of experts under the personal supervision of Thomas A. Edison. It is the machine approved and labeled by the Underwriters' Laboratories, Inc., under the direction of the National Board of Fire Underwriters, and the *only* dictating machine equipped with an Auto Index for conveying corrections, instructions, etc., to the transcriber. Its many mechanical and electrical advantages are explained in our booklets, which you should read before investigating. Service everywhere, including the principal Canadian cities.



Thomas A. Edison
INCORPORATED

211 LAKESIDE AVENUE

ORANGE, N. J.

SEND IN THIS COUPON

Thomas A. Edison, Inc., 211 Lakeside Avenue, Orange, N. J.

Please send me your 24-page brochure, "The Goose, the Typewriter and the Wizard," describing how the Edison Dictating Machine may be adapted to my work, and your booklet on its mechanical and electrical advantages.

Name

Firm

Address

Welcome Home Dinner to Frothingham

Affair Planned on Short Notice
Brings Out a Large Number
of the Former Magazine Man's
Friends—Clever "Roasts" by the
Speakers—Ridgway Tells Why
Frothingham Left "Everybody's"

ADINNER welcoming Robert Frothingham back from his trip around the world was given him last Friday night at the Al-dine Club, New York.

The plans for the dinner were carried through in record time. A number of Mr. Frothingham's friends put their heads together last week Tuesday, and over night mailed out a tasteful card entitled "Bob's Back," heralding the date for the dinner and asking those interested to lay aside everything else and attend. In spite of the short notice, 88 advertising men gathered to welcome the returned wanderer. Several men at a distance from New York, who were asked to be present, wrote their regrets but sent their five dollars just the same, as an earnest of their regret that they could not sit in at the feast.

Herbert S. Houston, of Doubleday, Page & Co., was toastmaster. The speakers and their subjects were:

Erman J. Ridgway, publisher of *Everybody's Magazine*, who was Mr. Frothingham's "old boss," subject, "How Bob Worked"; William H. Johns, of the Geo. Batten Company, subject, "Bob's Gentle Punch"; Wm. H. Freeman, of the New York *Globe*, subject, "Bob's True Character"; Geo. B. Mallon, of *Everybody's Magazine*, and formerly city editor of the *Sun*, subject, "Bob's Nose for News"; O. J. Gude, subject, "Is Bob a Billboard?" and then finally, "Bob in An Illuminated Travelogue."

The speeches seemed to be very much to Mr. Frothingham's liking. Each speaker began his remarks by panning Mr. Frothingham in fine style and ended by conceding that there was something to him, after all.

Mr. Ridgway described "How

Bob Worked." He reviewed his association of a decade with Mr. Frothingham, wittily calling up phases of Frothingham's work, and finally paying him a fine compliment. Why did Frothingham leave *Everybody's*? Mr. Ridgway answered the question thus: His "income" was all right; his "ability" was all right, but the trouble was with "Pat." This elaborate play on the word "incompatibility" brought forth a round hand.

Mr. Mallon spoke out of his experience as city editor of the *Sun* in developing "Bob's nose for news." Mr. Mallon developed a vein of satirical comment, and, after going into various matters, proved conclusively that Frothingham never had been on the *Sun* at all!

Mr. Frothingham then gave the diners an interesting talk about his trip around the world. He left New York on June 13, last, and after visiting various places of scenic beauty in the West, sailed from San Francisco on July 16. He covered Japan, Korea and visited Port Arthur, Pekin, Shanghai and Hong Kong. He then went to Manila, where he planned to spend eight days. But instead he remained there nine weeks. An old friend of his, Newton W. Gilbert, Vice-Governor of the Philippine Islands, met him in Manila and arranged that he travel in the same party with Congressman Charles W. Miller, of Minnesota, who was in the Philippine Islands at that time to investigate insular conditions for the Minority Committee in Congress. Mr. Frothingham traveled in Congressman Miller's party for six weeks, covering 3,500 miles in Philippine waters and touching all the ports of the Islands.

After leaving Manila he went to Singapore, and thence to India, Ceylon, up through the Red Sea to Egypt, Naples and Paris. He sailed from Europe on the *Imperator* and landed in New York on March 19. He stated that he has made no plans for the future.

Charles M. Fairbanks, advertising manager, Browning, King & Co., had been first selected to describe "Bob's True Character." He could not be present and in-

stead he sent the following letter to his son, Thomas N. Fairbanks, who was treasurer of the dinner committee:

My Dear Tom: Mr. Houston was good enough to call me up to-day and ask me to speak for five or six minutes on Bob Frothingham's true character. I only wish there was that much to be said on the subject. No one would be braver than I to tell the truth on that matter. But you know, my dear child, that however willing I might be to expose this awful void, I haven't the gift. Milton is dead; he might have done it. He did as much for Satan. Eugene Sue did something of the sort for a previous *Wanderer*.

I suppose that Jules Verne's little tale would about cover Bob's adventures, with this difference, of course, that he had his peregrinating hero leave the light on in his apartment at his own expense, whereas Bob's light has been shining all the time he has been away at the expense of all the friends he left at home. And among so many the expense is a mere detail. In fact, it's cheap.

I offered Mr. Houston a chance to let you tell what you knew about the guest of the evening; but he wanted the facts. You know them as well as I if you could be trusted to not go too far. I don't think they really want to know all that we could tell them. I have a fancy that those who are willing to pay to eat with our honored guest would be better pleased to think of him, as some of them do even now, as of a restless, jovial party making a noise now and then, according to his nature, and with never a false note or a hollow sound.

I am more sorry than I can say not to be able to be present to see just how the merry globe-trotter will face the revelation of his true character, as I am sure it will be presented to him. But may I ask you and Mr. Houston to say to him for me, and to say it to his face, that I am deprived of an honor in being unable to sit for an evening with one of the best fellows in the world—and he has been all the way around the world and knows whom I mean.

The committee that had the dinner in hand was made up of Herbert S. Houston, chairman; Thomas N. Fairbanks, treasurer; Frederick Alfred, Wm. H. Childs, Barron G. Collier, S. Wilbur Corrman, P. Walter Earle, Wm. C. Freeman, O. J. Gude, Wm. H. Johns, L. B. Jones, Mitchell Kennerley, Erman J. Ridgway, Charles Schweinler and Don C. Seitz.

In addition the following were present:

Henry S. Chapin, Stanley Brown, Elon Graham Pratt, George H. Hazen, Stanley B. Resor, J. Walter Thompson, J. F. Birmingham, George B. Mallon, Guy King, Fred H. Ralsten, S. Keith

Evans, Henry D. Wilson, John Adams Thayer, Joseph H. Appel, I. Snowden Haines, A. C. Hoffman, J. W. Earle, E. E. Calkins, Frank C. Hoyt, A. C. G. Hammesfahr, J. H. Birch, Jr., W. C. Welliman, A. W. Erickson, W. A. Burpee, Erman J. Ridgway, Ray Brown, C. R. Toy, George T. Eager, Louis Dempsey, R. A. Holmes, Will C. Izor, N. R. Hopkins, John P. Frothingham, E. F. Clymer, J. Zobian, Francis Lawton, Jr., R. S. Scarburgh, Collin Armstrong, R. M. Owen, George Batten, S. W. Corman, W. M. Gerdine, J. F. Handy, William Krone, William L. Brann, Francis Bellamy, F. D. Lewis, John A. Sleicher, J. F. Cross, Jr., E. D. Duryea, E. F. Meyer, P. Hubbard Bancroft, Richard Wood, H. R. Reed, Robert E. Miller, John Clyde Oswald, George Barr Baker, L. E. Pratt, F. E. Morrison, J. W. Ferguson, Hal Marchbanks, S. E. Leith, Edgar G. Criswell, E. C. Conlin, Newcomb Cleveland, W. C. McMillan, H. J. Mahin, Frank Le-Roy Blanchard, Frank G. Smith.

Plan for Advertising Insurance

A plan whereby many of the insurance agencies of the country will contribute a small percentage of every \$1,000 received to advertise the general benefits of insurance, without specifying the merits of any particular company, is proposed by Eugene O. Mosier, vice-president of the Philadelphia Association of Life Underwriters.

In the course of an address delivered last week to the members of the association at a dinner at the Hotel Adelphia, Philadelphia, the speaker claimed that the plan could be started in Philadelphia and after its success had been established, would be certain to be followed all over the country.

The proposal was heartily endorsed by the members of the association, who believe that the money which would be used for general advertising would be very little compared with the increase in business which would come as a result.

Novel Copy Slant to Carry Conviction

"Automatic Sprinklers for Nothing" reads the ad of the U. S. Construction Company, of Cleveland. The company backs it up by promising to install the sprinklers and take in payment the actual saving on fire insurance rates over a term of years. A coupon is attached calling for "Square feet of floor area"; "Insurance carried on building"; "Insurance on contents" and the rates paid.

New "Jap-a-Lac" Campaign in Canada

The Glidden Varnish Company, of Toronto, Ont., is placing ads in 186 leading Canadian newspapers for spring on Jap-a-lac.

The dealer's name in each town is attached to the ads in his local newspaper.

Chicago might have—but hasn't.

Philadelphia might have—but hasn't.

No other city in the United States *could* have a newspaper with so large a circulation as the NEW YORK EVENING JOURNAL.

Because no other city has as many human beings—men, women and children, counting every living soul—as the number of people who buy the NEW YORK EVENING JOURNAL each day.

More than three-quarters of a million people buy the NEW YORK EVENING JOURNAL each day, and many more than that read it.

Three-quarters of a million people constitute a vast city in themselves. At the last census only three cities were as large.

To advertise in the NEW YORK EVENING JOURNAL is like advertising to every one of all the people in a big city—a city larger than the fourth largest in the United States—

Journal City



And this comparison is hardly fair to the JOURNAL, for in a city's population you count every soul, while the JOURNAL's circulation numbers only those who buy the paper. Their families and their friends make the actual number of readers more than a million and a half.

If you are interested, write to us for facts in regard to *your* opportunity to sell your goods in Journal City.

How Do You Like With Two-P

DO YOU enjoy buying where they give you 10% off—and your hottest competitor 25% off? How do you feel when you buy some advertising space, make it pay out by the merit of your goods and the efficiency of your merchandising methods—and then find out that your competitors—less able in the selling art than you—failed to make it pay—and got a free insertion?



THERE'S only one fair way to sell advertising space—it's the way every high-class publication sells it—it's the way COMFORT sells it—the one-price way.

COMFORT has just one rate for all. It allows just three sorts of discounts—cash, agency and big space. It's all on the rate card. You get no free insertions, no cut-price insertions, no make-good insertions in COMFORT. **Neither does your competitor.**

Like to Trade to-Price Publishers?

WHEN you buy from COMFORT you are getting just what we guarantee—1,250,000 circulation (proved any time on application)—over a million of it rural. The magazine isn't any experiment—it's been doing business at the same stand for over a quarter of a century. You know what you are buying—and what your competitor is paying.



ON THE whole don't you rather like to do business with a magazine that is absolutely fair and above-board? Doesn't a strictly "square deal for all" rather appeal to you? Isn't there some satisfaction in doing business with a magazine that delivers what it guarantees to—and that doesn't give your competitor the advantage of a cut rate?



Apply through any reliable agency or direct to

W. H. GANNETT, Publisher, Inc.
AUGUSTA, MAINE

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative

There Are But Five Essentials In Advertising

Blow off all the froth and foam from Advertising—throw aside all theoretical piffle—eliminate all the misty mumblings of the doctrinaires—and these five Basic Truths remain:

People want to know what an advertised thing looks like.

They want to know its name.

They want to know what it is good for.

They want to know who sells it.

They want to know what it costs.

To spread this knowledge among the greatest number of prosperous people at the least cost is the one and the only serious problem to solve.

In New England the solution is Street Car Advertising.

In these cars you can reach the eyes of about Four Million people a day at a cost of about one hundred dollars.

In no other territory in the world are there so many prosperous people in so small a space, and nowhere else will your money buy so much good advertising as in these New England Street Cars.

Absolutely there is no exception.

We control 99 per cent. of this advertising, and invite advertisers to write us for more particulars.

EASTERN ADVERTISING CO.,
576 Fifth Avenue, New York.

Merchants' Association Opposes Anti-Trust Proposals

The Merchants' Association of New York, consisting of more than 3,500 business concerns, passed resolutions on March 18 in opposition to the bills supplementary to the Sherman Act, as presented to Congress. The grounds of objection are, briefly:

1. The Sherman Law is adequate, and is in process of clear interpretation by the courts.

2. The "interlocking directorates" bill, while quite proper in purpose, is too drastic.

3. The "Trade Commission Bill" fails to fulfil President Wilson's promise of "the definite guidance and information which can be supplied by an administrative body."

4. Public opinion on the subject has not been definitely ascertained.

Milwaukee "Wisconsin" Damaged by Fire

The building adjoining the plant of the Milwaukee *Evening Wisconsin* was destroyed by fire March 18, putting the pressroom of the newspaper under seven feet of water, and shutting off all power. A large quantity of catalogue stock was ruined. No issue of the paper was missed, however, as the editions have been run from the presses of the *Germany*.

"Golfers' Magazine" Reorganized

The Golfers' Magazine Company, Chicago, has been organized to conduct *The Golfers' Magazine*, which it has just acquired. Crafts W. Higgins is president of the company, Charles Evans, Jr., is vice-president, H. B. McMeal is secretary and H. D. Fargo treasurer.

Ad Club at Trenton, N. J.

The Advertising Craft Club, of the Trenton (N. J.) Chamber of Commerce has been organized with the following officers: W. A. Smith, advertising manager of the Mercer Automobile Company, president; R. B. Robinson, manager of the Estey Piano Company, vice-president; C. Arthur Metzger, secretary of the Chamber of Commerce, secretary and treasurer.

F. L. Lee Withdraws from Lee-Jones

F. L. Lee announces his withdrawal from Lee-Jones, Inc., Chicago, of which agency he was the organizer. It is announced that no other change will be made in the personnel of the organization.

T. M. Humble, who for the past seven years has been director of publicity with the House of Hobberlin, Limited, Toronto, is now doing "free lance" work, looking after the advertising affairs of several firms in that city.

Coupon Sampling Campaign for Macaroni

THE Uncle Sam's Macaroni Company, of Tecumseh, Mich., is conducting an extensive coupon selling campaign in Chicago. The climax of the campaign was a double-page newspaper advertisement on "Uncle Sam's Day," featured by a coupon good for one 5-cent package of Uncle Sam's macaroni, spaghetti or noodles. This large ad also named the grocers who had agreed to redeem the coupons.

The first step in this campaign was to advertise for twenty grocery salesmen to call on retail stores and present the free coupon proposition. The idea was to sell the grocers on the idea before any advertising appeared. The next step was to run a blind ad which read: "To all Grocers—If you want to participate in a real money-making distribution of a live food product send this coupon." The coupon requested details of the plan.

Through salesmen and letters the grocer was told that all coupons would be redeemed in cash, so that the grocer would make his regular cash profit on every coupon which he redeemed. It was further promised that the name and street address of each grocer would be published in the coupon advertisement.

In order to get the grocers to take in a sufficient quantity to take care of the demand for free packages the company offered one-half case free with five and one-half cases, or one case free with ten cases.

The five-cent size packages are packed forty-eight to a case, and cost the grocer 45 cents per dozen.

For several weeks previous to the publication of the large advertisement offering a five-cent package free small copy was used, announcing "Uncle Sam's Day Coming," etc.

F. C. Atkinson, of the Eastern advertising department of the Street & Smith publications, has been transferred to the Chicago office with J. S. Hine.

National Commission to Draft Code of Practice

AT an all-day session held at the Aldine Club in New York last Saturday, the National Commission of the A. A. C. of A. decided to appoint a special committee to draw up a general code of practice which will apply to all interests represented by the commission.

This general code or standard of practice is to be founded on the Declaration of Principles adopted at Baltimore last year, and after being drafted will be handed to each department to complete. When the department has supplemented and amended this general code to meet its specific requirements it will then be ready for presentation for adoption at the Toronto convention. In this way it is planned to provide the different interests with uniform basic codes of practice, and thereby make the Declaration of Principles effective.

It was also decided at Saturday's meeting to appoint a committee of three to carry on the work of organizing a permanent commission. Up to the time of going to press, neither of these committees had been appointed.

The present provisional organization as explained in the January 22nd issue of *PRINTERS' INK*, is made up of men who composed the conference of committees at Baltimore and was created last January by the Executive Committee of the A. A. C. of A. for the purpose of getting together the various advertising departments from newspapers, magazines, agencies, etc., and formulating methods to make the principles which the A. A. C. of A. stands for effective. Twenty-seven out of the thirty-eight members of the provisional National Commission were present at the meeting.

Alwood Leaves "Fenestra"

L. R. Alwood, advertising manager of the Detroit Steel Products Company, has resigned and will be associated with the service department of the Service Corporation, Troy, N. Y.

Silk Manufacturers Helped by Dance Craze

At the annual meeting of the Silk Association of America, held at New York March 25, Secretary Ramsay Peugnet said silk manufacturers had just passed through an unusual year, having been affected neither by the business depression nor the tariff. Mr. Peugnet said:

"The notable revival in dancing, which has come about through the introduction of the tango and other South American dances, has had a direct stimulative effect upon the silk industry by reason of the greater number of dancing gowns required, not only by women of fashionable society but also by women of moderate means, who dine out much more than formerly."

The committee on legislation reported as opposed to the Lindquist "pure fabrics" bill, and recommended the substitution of some measure similar to the "Merchandise Marks Acts" of Great Britain. Fixed resale prices were endorsed. Charles Cheney, of Cheney Bros., was re-elected president of the association.

New Detroit Agency

James A. Thorson, formerly advertising manager of the Brush Runabout Company and of the Lion Motor Car Company, and lately with the Peninsular Engraving Company, and Warren O. Seelye, former advertising manager for Morgan & Wright, assistant advertising director of the U. S. Tire and Rubber and recently in the Detroit branch of Dunlap-Ward Advertising Company, have formed the Thorson-Seelye Company, an advertising service organization devoted largely to direct advertising. Associated with them will be Norman Geddes, who comes from the Barnes-Crosby Company, Chicago.

Buckley with "Woman's Home Companion"

George D. Buckley has been appointed advertising manager of the *Woman's Home Companion*, New York. Mr. Buckley's experience has been gained largely in the Western field, in the Chicago office of *Everybody's* and as Western manager for the Home Pattern Company under Condé Nast's ownership. Latterly Mr. Buckley has been with the J. Walter Thompson Company.

"Examiner" Has a Steamship Page

The Chicago *Examiner* has started the publication on Sundays of a special news department devoted to pictures and news of ocean steamships. It was started as an experiment with the thought that there are many persons in the interior of the United States who have never seen an ocean steamship and to whom this news would be interesting and would cultivate a desire for travel.

An information coupon is inserted calling for rates, information, etc.

Miss Laurette Taylor, the charming heroine of "Peg o' My Heart," says: "A portrait or criticism in **The Theatre Magazine** means a good deal to an artist, for it is well known that money cannot buy this space—and besides, this unique publication is read by all theatre-goers."

Because its circulation is representative of the country's intellect, culture and wealth, **The Theatre Magazine's** policy to use the same discrimination in its advertising pages has made this section as interesting as the editorial.

A glance at any issue of **The Theatre Magazine** immediately verifies the truth of this statement.

The Theatre Magazine

8-14 West 38th Street, New York

GODSO & BANGHART
Harris Trust Building
Chicago

H. D. CUSHING
24 Milk Street
Boston

What I see—I believe!



Take your plant to your prospect; show him how you do it, from the time the raw material reaches the mill until the finished product is turned out, ready for the retailer's shelf.

We can take a **Motion Picture** *which will convince any sceptic*

With this film and one of our portable projecting machines, your salesmen can give a demonstration in any client's office. Such a convincing selling argument will help your travelers close many a doubtful order.

Correspondence Invited

HAROLD IVES COMPANY, INC.
Metropolitan Life Building - - - New York City

Making Type "Talk"

How Type Suggests Various Things in Addition to What Is Said—Arranging Type to Suggest the Spirit of the Message—How the Idea of Speed Is Carried Out in a Style of Type

By Gilbert P. Farrar

CERTAIN styles of type for certain kinds of thought.

We know that black-faced Gothic type suggests strength, that engraver's Old English type suggests ecclesiastic subjects, and that the light-faced Caslon or Kennedy type suggests dignity and good taste.

The type used on the stationery of a jeweler would not suit for the stationery of a hardware dealer. Many are the subtle connections between the type used and the message of the copy.

All of us have noted cases where some small point improperly handled has harmed an otherwise good piece of advertising.

Note this:

The Finest Scotch Whiskey
IMPORTED

Naturally we would infer that this whiskey was a good whiskey that had the added value of being imported. But would we get the same idea from this—

The Finest Scotch Whiskey
Imported

Wouldn't we be led to believe that of the many imported Scotch whiskies that this was the finest, but not necessarily the finest made?

What is Ours: and What is Not An Editorial

* beautiful words in the English language, one of them. But it is amazing how "avverse adjective," "inimicere," "sition a man's sincerity, or to say of "say it of a friend when we do not

truth comes Bulwer-Lytton, when he says, man's motive is a complicated thing." It's too complicated for him frequently or if

IF A MAN SAYS TO US, "My

FIG. 1

A small thing perhaps, but read the two display lines in Fig. 1. Of course the second line is a shade smaller, but the two lines are one unit and doesn't the whole unit read "What is Ours;



FIG. 2—ARRANGEMENT OF TYPE TELLS ITS OWN STORY. A BOOKLET COVER

and What Is Not an Editorial"?

As a suggestion, wouldn't this What is Ours; and What is Not AN EDITORIAL

have been better? Wouldn't this heading convey the idea more clearly? Instead of one unit, as it appears to be in Fig. 1, my suggestion would instantly show that it is two units—or thoughts—as it really is in the final analysis.

Some time ago I saw a mailing folder for the Maxim Silencer Company, advertising a silencer for motorboats. Fig. 2 is one of the outside pages. Here, I think, is the most novel arrangement of type, considering

the subject, that I have ever seen.

A look at this and you can fairly hear the noisy motorboat coming nearer and nearer.

Now look at Fig. 3.

Can you see the suggestion of the *growing* seed in the word "yield" as it is lettered? I can. And I think many others have seen the same suggestion. This ad certainly has a large amount

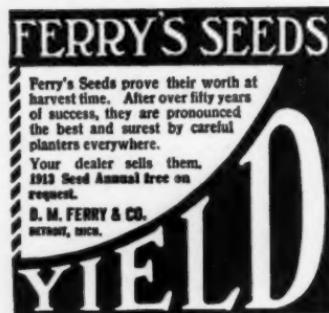


FIG. 3—A DISPLAY THAT SUGGESTS THE IDEA OF GROWTH

of attraction value considering the fact that the original is only two inches single column.

Such simple things as those shown in Figs. 1 and 2 are what I had in mind when I said that there were many interesting points connected with the arrangement of type. Such things as these lift an ad or a piece of printed matter above the ordinary.

And there are others. The



FIG. 4

theory that there is nothing new under the sun has not found much support from yours truly during the last few years.

Did you ever before see a stunt like Fig. 4?

Instead of using hyphens between the letters to make the reader spell the word, this advertiser has used another word. And the small word does not in-

jure the large word materially. On the other hand, the name "Morgan" and the word "Merit" could hardly be fastened together more ingeniously and securely.

I'm not a crank about stunts; because most stunts are freaks that give more space to the stunt than to the goods advertised.

Yet I do like Fig. 4 and Fig. 5.

Rarely do I see an ad that "flags" me as quick as did Fig. 5. It may not be new, and some ad men might say that it is simply illustrating the heading. Nevertheless it is unlike any other Board of Trade ad that I have ever seen and it is bound to get attention. It also suggests very forcibly that the contest between Tulare County and other places is as strong as the difference between black and white.

The slant of italic type suggests speed. Horizontally straight lines also suggest speed.

This is a peculiar phenomenon.

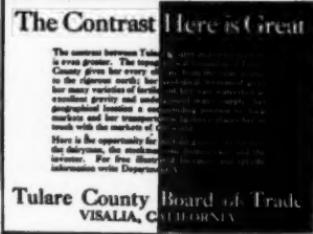


FIG. 5—AN OLD DEVICE BUT ESPECIALLY EFFECTIVE HERE

Two things, one almost the opposite of the other, suggesting the same idea.

The two hand-drawn words at the top of Fig. 6 have both the horizontal straight lines in connection with the italics letter.

Note, now, the suggestion of speed in the second two italic words at the head of Fig. 6.

What is the explanation of these accepted facts?

One man's judgment is as good as another. One explanation is that the slant of italic type resembles the falling forward position of a Marathon runner; that a swift moving tram or other

Have you sent
for your copy
of this book?

It may open the way
to an enormous
new outlet for the
merchandise in
which you are
interested.

Do you know that
druggists handle
bath room fittings
auto accessories
electrical goods
Sealpackerchief
vacuum cleaners
optical goods
garden -seeds
phonographs
harmonicas
silverware
cut glass
magazines
cameras
jewelry
watches
clocks
books
etc.?

**"Side-Lines"
in the retail
Drug Trade**

*-and what they mean
to alert manufacturers
seeking a larger outlet
for their products.*

**This
Book
Tells
WHY**

druggists can
handle these
and many other
"side-lines" so
advantageously to
themselves and the
manufacturers.

If your goods can be
sold in drug stores this
is certainly an important
outlet that deserves your
immediate attention.

Send for this little
book at once. We
are confident it will
greatly interest you.

Our Service Department is at the Command of Both Manufacturers and Agencies

The Bulletin of Pharmacy

A LIVE MAGAZINE FOR DRUGGISTS

EASTERN

183 HUDSON STREET
NEW YORK

DETROIT

U. S. A.

WESTERN

164 N. FRANKLIN STREET
CHICAGO

"I am using Coupon Bond and as it is my first experience with it, the change resembles the ascension from bare floors to the Brussels Carpet Age. There is some 'class' to the paper."

PAUL GOTTSCHALL
Harrisburg, Pa.



COUPON BOND

Fac-simile Water-mark

The DeLuxe Business Paper
One of the "Eagle A" Water-
Marked Line

If you do not know
Coupon Bond, you
are unacquainted
with the finest writing
paper made.

Send for our Portfolio of Printed,
Lithographed and
Die-Stamped
Business Forms
on the White and
Six attractive
Colors of Coupon
Bond.

AMERICAN WRITING PAPER COMPANY
31 Main Street, Holyoke, Massachusetts

like object produces the effect of a straight disconnected line.

Sufficient unto men who want an idea quickly is to say "italic type and straight lines suggest speed; use one or the other when



FIG. 6—TYPE THAT SUGGESTS SPEED

you are trying for the effect of speed in an ad."

Space prevents the showing of more examples of making type talk properly, and I hope to devote another similar article to a closely related subject some time later.

However, here's a story that I once heard credited to the late Mark Twain. Perhaps it will not interest the man who abhors little things. Anyhow it serves to show the difference caused by a little point—a comma.

Mark said that Shakespeare wrote, "There's a divinity that shapes our ends, rough hew them how we may," whereas, he should have written it, "There is a divinity that shapes our ends rough, hew them how we may," etc.

Aside from its humor, this is a good phrase to remember when you are wondering whether you have used the proper type for your message and whether or not this type and its arrangement helps to strengthen your message.

"Knit Goods" Bought by Haire

The Haire Publishing Company, of New York, has purchased "Knit Goods" from the McCready Publishing Company, who founded it in 1910. "Knit Goods" will make the third Haire publication, with *Dress Essentials* and *The Corset and Underwear Review*.

A Way to Avoid Errors in Catalogues

A CORRESPONDENT of the *Iron Age* recently had some interesting remarks to make on the subject of that *rara avis*, the errorless catalogue. He said.

"I have helped to compile several catalogues, but can remember no large one on which I was told to take my time, recheck all figures carefully and be sure that everything was O. K. before allowing the final proofs to go to the printer for publishing. Invariably, where errors were discovered in the completed edition, I, of course, was blamed. Hasty throwing together of any kind of literature usually foretells an unsatisfactory product.

"I recently helped on a catalogue of considerable tabular matter, all of which had been massed roughly by several employees of the company. I had had nothing to do with the com-

piling or arranging, and was pretty sure I could find errors in the final proof should I look for them carefully enough. When the proofs were handed to me I was casually told to 'look for misspelled words and grammatical errors.' I discovered a few such errors and could have permitted the catalogue to go at that, but was curious to know whether or not I could discover any more serious errors. In my first attempt to follow cross-references I found that one table referred to was not in the catalogue at all. I grew interested. I found more such errors. And after I had found enough to make it interesting for the manager, I went into his office and apprised him of the facts."

The writer suggested that the best way to avoid errors is to have eight or ten proofs made for distribution among the various people interested. Co-operative correction of this kind usually discloses all of the mistakes, he said.

if

"snappy" copy and checking insertions are all you expect of your agency, you've got something to learn about what an agency can do for you.

D'ARCY
ADVERTISING CO.

INTERNATIONAL LIFE BUILDING

SAINT LOUIS, MO.

Movement for Better Rural Credits of Concern to Advertisers

Digest of Views Expressed in Government Hearing

Special Washington Correspondence.

ADVERTISERS and manufacturers who are watchful of changing market conditions and new factors that may influence consumer demand may find some significance in the general belief at Washington that Congress will at this session pass legislation for the establishment in some form of a system of rural credits. For some years past there has been almost constant agitation in favor of better credit arrangements for American farmers—the inauguration of some plan of land loans whereby residents of the rural districts will be enabled to borrow money more readily and at more favorable rates of interest than have heretofore prevailed, at least in certain sections of the country.

Optimists predict that the inauguration of an approved system of rural credits will benefit manufacturing interests by increasing the buying power of the farmers, particularly with reference to the equipment and supplies calculated to contribute to farm productivity. Whether or not this prophecy be justified it seems likely that a new status in rural credits, if it supplies the farmers with ready money, will assuredly result in some changes in the methods of purchase at retail if it does not, indeed, necessitate some amendment to present methods of distributing manufactured goods. Readjustment would appear to be inevitable if any considerable portion of the country folk are to be suddenly transformed from buyers on the installment plan to cash customers.

HOW CREDIT ARRANGEMENTS AFFECT FARMER'S BUYING POWER

To what an extent, directly and indirectly, purchases for the average farm home are controlled by credit arrangements has been brought out in interesting manner

in a series of hearings which has been in progress since December 3, 1913, before special sub-committees of the Committees on Banking and Currency of the United States Senate and House of Representatives, respectively. The joint sub-committees have before them the various bills which have been introduced in Congress in an effort at the solution of the problem of farm credits. Some of the witnesses have incidentally given side-lights on conditions in the farming districts that may point a moral for advertisers who appeal to this audience.

S. H. Hobbs, representing the National Farmers' Union, was a witness and said in part: "As you know, the cost of living is getting higher every day, and we farmers claim one of the chief reasons why the cost of living is getting higher is because we cannot get means to improve our farms and our farm houses. Tenantry is on the increase in this country. You can cry 'back to the farm' all you want to; but unless the farms of this country pay better than they are paying now the young men and young women will not stay on the farms, but will go into those pursuits which have the appearance, at least, of paying better, even if they do not pay better. If you will give us the proper system of rural credits whereby we can give the farmer cheaper rates of interest and longer-term time, we think we can keep the boys and girls of this country on the farms.

"For instance, I am a farmer. With the capital I have now I am producing a certain amount. If I had a larger amount of capital, I could increase my capacity. I could have better farm machinery—just like a railroad equips by buying better rolling stock. It would increase in that way, and thereby make the farm produce

(Continued on page 92)

What Gimbel's Found Out About The World

Most newspaper publishers fear the coupon test. They know it is the most severe test that a newspaper's circulation can be put to.

Keeping this fact in mind, the statement made in PRINTERS' INK by J. B. Sheffield, advertising manager of Gimbel Bros.' New York store, holds peculiar significance to national advertisers who have an eye on the six-million buyers making the Greater New York Market.

Mr. Sheffield said in part:

"Just now we are running coupons in the WORLD . . . in connection with our piano club, and it is proving very productive. The strange thing about this advertising is that while the proposition has been advertised for some time now and the same coupons are used each day, they continue to be sent in just as plentifully as ever."

Could any advertiser ask for more conclusive proof of the pulling power of

The New York World

Department stores are on the ground. They know mediums. The fact that the WORLD was the only morning paper chosen to carry this Gimbel advertising, and it proved productive, was not a coincidence. The WORLD will do the same for you.

"National Advertisers **Need Newspapers"**

This is the slogan of the Bureau of Advertising, American Newspaper Publishers Association.

But it is more than a slogan—it is a sound business condition based upon hard facts.

"Going into the Newspapers"

THE trend of general advertising today is towards the daily newspaper.

"We are going into the newspapers"—you will hear this from manufacturers and distributors in all lines.

What are the business reasons behind this movement? It is easy to sum them up:

Cutting Out the Waste

Newspaper advertising meets the requirements of exactness and efficiency in modern business better than any other medium. It is purchased in definite quantity and applied definitely where it will bring the greatest return.

Do you want to cover one city? Buy enough newspaper circulation to reach your possible customers in that city. Do you want to cover twenty cities? A state—a dozen states? Buy enough newspaper circulation to reach your possible customers in the twenty cities, the one state, the dozen states.

Buying newspaper space in exact accordance with the requirements of your distribution means eliminating waste and getting the most for your advertising investment.

Newspaper advertising not only represents an exact quantity from the standpoint of purchase and application, but it also represents the most economical form of direct advertising on the market. You can buy space in newspapers at a lower rate per line per thousand circulation than in any other medium. You can reach more users and more dealers at a lower rate through newspapers than in any other way. And remember, that all the newspaper circulation you pay for is useful circulation.

The Dealer Problem

What products is the dealer pushing—the dealer who represents one of the most difficult problems in merchandising—the dealer whose active support is a vital factor in every merchandising success?

He has been taught that his big opportunity lies in pushing the products that are advertised locally in the newspapers of his city—the products on which the maker is spending money to create a demand at the dealer's store. And he is working for these locally advertised products—displaying them in his windows and "talking" them to his patrons.

These are some of the sound business reasons behind the big and successful newspaper campaigns in behalf of Gillette Safety Razors, Certain-eed Roofing, Philip Morris Cigarettes, American Tobacco Company products, Fels Naptha Soap, Campbell Soups, H-O, Nemo Corsets, Standard Oil products, Uneeda Biscuits, Royal Baking Powder, Spearmint Chewing Gum, Douglas Shoes, Kayser Gloves, Lindt Chocolates, Salada Tea, Vichy Celestins, and scores of others.

The Bureau of Advertising, American Newspaper Publishers Association, represents a concerted movement by the daily newspapers of the United States and Canada to create a further appreciation of the value of newspaper advertising, and to make advertising campaigns easier to handle and more profitable in results. Its service is freely offered to any manufacturer who is interested in general newspaper advertising, and correspondence is solicited. The Bureau is working in behalf of **ALL** the newspaper press—it has no special group or list of publications to exploit.

Bureau of Advertising

American Newspaper Publishers Association

806-807 World Building, New York City

more, and the farmers would have more comfortable homes to live in and children would be glad to stay upon the farm because it would be a pleasant and comfortable place to live."

BETTER STATUS OF MORTGAGED FARMS

John Lee Coulter, Secretary of the United States Commission to Investigate and Study Rural Credits, said that he had found in an investigation covering the entire country that on an average the farmer with a mortgage on his farm "has 32 cents per acre more invested in implements and machinery than has the farmer free from mortgage. There is nearly \$200 per farm more invested in buildings by the mortgaged farmers than the free farmers. The owners whose farms are mortgaged likewise have larger farms than the owners free from debt and they have more improved land per farm. In an investigation covering the entire country I have found that the farm owners who have mortgaged their properties are, generally speaking, younger men than those free from debt. They have purchased land and put up buildings with their borrowed money, and the average mortgaged farmer owns to-day \$75 more of farm equipment than the farmer who is debt-free.

"One reason that we need a system of long-time credits is that farmers need better buildings, not only for themselves, but also for their live stock. The reason that the farmer's boys and girls very frequently go to the cities is because of the fact that they do not have the kind of buildings that the folks in town have. It is not a pleasant thing for a farmer boy in the North to have to go out in the winter and bring in a few cakes of ice and melt them in an old washtub and go out in a cold room and take a bath, when his town neighbor can merely go to a spigot and turn it on and get warm water. The farm is a home as well as a place of work.

"We also need a system of long-term credit in order to make it possible to refund the outstanding

obligations the farmers borrowed for short periods. I think that would be one of the biggest and best things that could happen, because it would tend, I believe, to bring the farmers more nearly on to a cash basis of doing business. If they could borrow a sufficient amount to straighten them out, to be paid off over a period of years, they could start out on a cash basis and get the advantage of the discount in buying for cash. There is very, very little money borrowed by the farmers for foolish purposes. An occasional farmer will borrow to buy an automobile when he should not have an automobile. Many of them may borrow to buy an automobile, and I think it is perfectly proper, if they find it desirable to buy an automobile, for them to do so. I know of nothing that has come onto the farm where I was brought up that was more useful as a farm tool than the motorcycle. I think it was as useful to the farm as the first manure-spreader, and the cost did not differ greatly. The motorcycle made it possible, if the separator broke down, or the threshing machine broke down, to go to town, six miles away, in six minutes or a little more and get the necessary part of the machine, and to have it back and have the machine running again in a half hour or so."

THE TERM OF CREDIT

Robert B. Van Cortlandt, retired banker and farmer of Mount Kisco, N. Y., said: "The existing banking system is designed for industry and commerce. It seeks as much as possible liquid assets that can be turned into cash on short notice. For merchants, three months' credit enables them to do their business satisfactorily, with perhaps partial renewals, because the turnover of their goods is normally completed within such a period. The processes of nature, however, with which agriculture is concerned are slower. From the application of fertilizer to the harvesting and sale of the crop, often a year elapses. The crop of one season

is sold before the other season comes in. I think that has a good deal to do with this 90-day credit, which is almost universal in Europe."

VIEWS OF HERBERT MYRICK

Herbert Myrick, president of the Orange Judd Company, of Springfield, Mass., was a prominent witness. He stated that the five farm weeklies of the Orange Judd Company and the semi-monthly of the Phelps Publishing Company, of which he is also president, have an aggregate of nearly 1,200,000 subscribers and explained that he has been intensely interested in the subject of farm credits for more than thirty years. Addressing the committee, he said: "To get down to real, practical business on this proposition before you, the first principle is that your method must be an American method adapted to American conditions. The Federal Reserve act has introduced new conditions here that make it possible to develop an American system of short-time and long-time credit that will be workable and that will be practicable. In it we should utilize to the utmost the advantages offered by the Federal Reserve act. Let me go on record right here, gentlemen, as saying that that act will prove to be the most constructive financial legislation, other than this bill, that this country has ever had." Advocating the establishment of national co-operative banks, Mr. Myrick said: "If this system can be licked into shape. I shall do what I can to start several of these little institutions throughout the country, not for any matter of profit, because I have spent lots of time and an immense amount of work and several thousands of dollars promoting co-operative methods, you might say, from an altruistic standpoint." Mr. Myrick urged that in any legislation that might be passed there be reasonably wide latitude allowed in the limitation of the purposes for which farmers may borrow money.

Various witnesses before the committee testified as to the ex-

tent to which poor farmers in the South, particularly the negroes, and illiterate whites, are "tied up" to the local storekeepers, to whom they have mortgaged their crops, year after year, in order to secure supplies and equipment. H. S. Mobley, a farmer of Prairie Grove, Arkansas, was a witness who went into detail regarding this system whereby merchants who finance the farmers are enabled to monopolize their trade. He insinuated that in many instances landlords who own farms and also own retail stores will throw out a tenant if he attempts to purchase goods from outside sources. Said he: "The ordinary man who is a renter could not afford to patronize Sears, Roebuck very much if his landlord knew it."

A FARMER'S ADVICE

In the course of testimony before the joint committee, Lieutenant-Governor Sheffield Ingalls, of Kansas, a practical farmer, urged that farmers be given the right to borrow, regardless of the purposes for which the money might be desired. Answering an inquiry as to the propriety of borrowing money to invest in automobiles, etc., the Kansan said: "Let me tell you about this automobile business. I notice that all through these hearings reference has been made to automobiles and the idea seems to be that it was wrong for a farmer to own an automobile. Now, in my country the bankers are glad to see a farmer invest in an automobile, simply because they have contributed very largely to the contentment on the farm of the women and girls, and it has made it possible for them to transport their eggs and their produce to market quickly and to go to town and get back home the same day; and bankers in Kansas no longer look with any degree of suspicion upon a farmer who feels like buying an automobile, provided he does not try to get one of the high-priced cars." Asked whether automobiles in rural Kansas are not used ten times as much for pleasure as they are for productive purposes, the



1 9 1 4 B A B Y N U M B E R



The June issue of **THE HOUSEWIFE** is the annual Baby Number. We publish no other special issue; and we publish the Baby Number not as a club to drive in advertising, but in response to a general demand for it among our readers.



This issue is not distributed for the purpose of obtaining dealer co-operation. No effort is made to sell a single copy outside the regular channels. It is the outgrowth of an actual desire on the part of our subscribers—and it is edited for them.



Subscribers to **THE HOUSEWIFE** are not wearied by a succession of special numbers published on any sort of pretext throughout the year. The value of the Baby Number is in no way diminished simply because various other publications have flattered us by planning similar issues.



The June Baby Number, like all other editions of the magazine, goes to women who believe in **THE HOUSEWIFE**, subscribe to it at regular rates, read it with pleasure, trust its advertisers, and have the means and inclination to patronize them.





THE HOUSEWIFE

The 1914 Baby Number has a cover in full color by Clara M. Burd; decorations by Franklin Booth and Edna F. Hart; marginal ornaments of hundreds of photographs of the children of our subscribers; especially made borders and illustrative designs throughout.

The Baby Number is devoted to babyhood one hundred per cent net! The fiction, the various departments, the general interest articles, all concern this one absorbing subject. Not a page, not a column, not an illustration detract from the straightforward purpose of this issue.

The typical subscriber to **THE HOUSEWIFE** properly regards the Baby Number as an authoritative guide to the clothing, feeding, educating of her children; and preserves it as a catalogue for all the necessities and luxuries which it suggests to her.

We have prepared a very beautiful booklet, ornamented with photographs of **HOUSEWIFE** homes and babies, and fully descriptive of the Baby Number, which will be sent to any advertiser or agent on request. Simply address **CHARLES W. CORBETT**, Advertising Manager, **THE HOUSEWIFE**, 30 Irving Place, New York.



witness said: "That may be true, but the farmer is entitled to his pleasure. That is the very thing which will make a farmer contented with his farm life, because he can go to town at night, attend a moving picture show, and get back the same night; or he can ride over the fine roads and enjoy living as he never has before."

RATES AS HIGH AS 20 PER CENT

Herbert Quick, editor of *Farm and Fireside*, Springfield, Ohio, was one of the most recent witnesses before the joint committee. He said in part: "It has seemed to me for a long time as though some better system of rural credits is needed in some parts of the country. All over the South, all over a good part of the Southwest, and over a large proportion of the United States, there is absolutely no means whatever for a farmer to get money in a broad way on the security on farms. I have letters from farmers in Oklahoma and in the South who are absolutely unable to get money now on terms of less than 10 or 12 per cent and as high as even 20 per cent.

"Local merchants in the South have a system by which, for an article for which they charge \$1 to a man who pays cash, they charge \$2, or something like that, if he is a farmer who is indebted to the store. And it is that kind of a situation that the people of the South and the people in the more backward districts of this country need to have a market to get them out of. It is an oppressive thing." Mr. Quick spoke at length upon the increase of tenantry in the United States, and referring to the failure of most statistics to reflect this, said: "Where 50,000 city people go out into the Berkshire Hills and buy a piece of land to live on in the summer, and 50,000 more buy truck patches out in the vicinity of the towns, those operations show an apparent decrease in farm tenantry, but it is not a real decrease at all. What is needed in order to determine that matter is to have a survey made of the

agricultural counties. I think if that survey were made it would show that the farm tenantry is universally increasing. In the East there is a tremendous number of people going out from the cities and buying farms. Then there is nothing to be made by landlordism in the East. But in Iowa, Nebraska and Illinois the increase is great. A man with 160 acres of land goes to some town and lives as a retired farmer, entering into an arrangement with some other man which constitutes a criminal conspiracy on the part of both of them to rob the land and their posterity."

Dealers' Mailing Lists Criticised

E. S. Ralph, advertising manager of the American Seeding Machine Company, Springfield, Ohio, addressed the Northwestern Ohio Implement Dealers' Association at its recent convention at Toledo. Regarding mailing lists Mr. Ralph said:

"Every manufacturer is anxious to aid his dealers in all possible ways. The manufacturer realizes that his duty to you has not ended when he sells you his goods. If he wants to sell you more he must do all he can to help you sell them. Sometimes he asks the dealer for a list of prospective customers, so that he can do a little direct-appeal advertising in the dealer's interest. Well, the dealer goes to his telephone directory, secures a copy of the tax duplicate or a rural route mailing-list and sends it in. Such a list is not worth the paper it is written on for direct-appeal advertising. The names and addresses of six real prospects are worth six hundred promiscuous names."

Is This Worthy of a Place on the Menu?

PHILADELPHIA, PA., March 20, 1914.

Editor of PRINTERS' INK:

As a very much satisfied subscriber to PRINTERS' INK I have noticed with interest the many definitions of advertising.

Possibly the following may be of interest:

"ADVERTISING—The business man's favorite dish, especially delicious when made of the following ingredients: Brains, 80%; paper, 15%; ink, 5%.

To be served with plenty of orders.

"The making of this particular broth is a difficult job, and only experienced chefs should be allowed to officiate in the Sales Kitchen." (Chorus of advertising men—"Amen.")

JOHN H. HALDEN.

Debate on Nationally Advertised Goods

Rochester Shoe Retailer Tells Why He Thinks National Advertising Doesn't Help Him—Mark Slozman, of Stein-Bloch, Answers Meeting of Ad Club Which Developed into a Debate

A "SHOP TALK MEETING" of the Rochester Ad Club, March 18th, developed into a debate on the subject of selling goods with or without national advertising, during which some important facts were brought out. O. K. Johnson, president of the Rochester Retail Shoe Dealers' Association and advertising manager for William Eastwood & Son Company, a local shoe retailer, vigorously presented the point of view of many retailers. Mr. Johnson said in part:

"The manufacturer who thinks that he has a cinch on a considerable proportion of the business done by the retailer, because he advertises to the consumer, is very much mistaken. Because his

national advertising to the consumer does not control the customer's purchasing. It would be possible to name several well-known brands of shoes, whose names are well known because they have been nationally advertised, of which I can positively say that in seven years I have not so much as heard the name spoken, either by members of the company, manufacturer's salesmen, buyers in the departments, salesmen on the floor, or customers in the stores, and they are nationally advertised. But I do hear frequent calls for the product of makes whose names have never been printed in magazines or newspapers, and have become known to consumers only because a retailer has made them known to his customers.

"The retailer controls the situation. The manufacturer will never control it by national advertising or by branding his product with a trade-mark. It is a good thing for the manufacturer whose product is distributed through retail stores to get next to the retailer.

ARE YOU POSTED?

Correct POSTER advertising is based on knowledge. To know how to reach certain markets with the least expense at the most opportune time; to know the most effective way of stimulating sales with a small outlay of money; to pick the ripe territory; are problems that must be solved correctly. No advertiser can afford overlooking anything that will help him do it—which in a nutshell is the reason he should get our book on POSTER advertising.

"A Problem and its Solution"
Free to Advertisers.

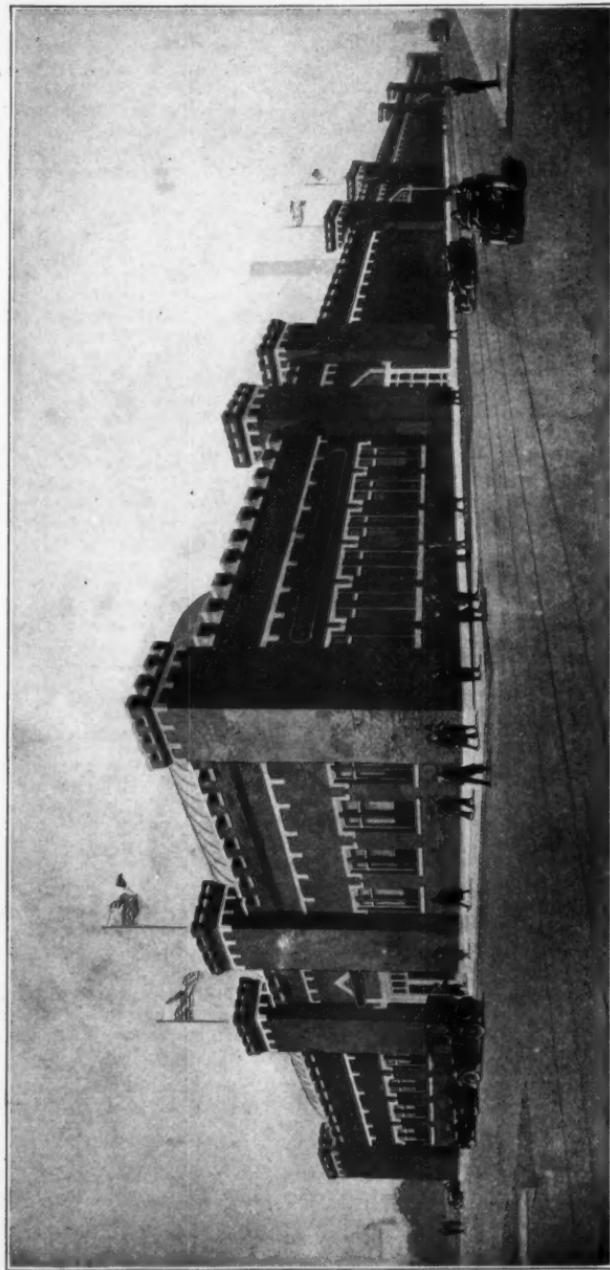
"Wall's" National Poster Service
HENRY P. WALL, President

BOSTON
6 Beacon Street

NEW YORK
Fifth Avenue Building

Official Solicitors Poster Advertising Association

Home of the Thos. Cusack Company



THE LARGEST ADVERTISING PLANT IN THE WORLD
HARRISON AND LOOMIS STREETS, CHICAGO

Class - Home

Clearing House OF THE Outdoor Advertising Association

At our fifth annual convention held in New Orleans—January 19th-24th—we effected an arrangement with advertising agencies which makes it highly satisfactory and profitable to them to embody the employment of our medium in planning campaigns for their clients.

If not familiar with this arrangement it would be well to be advised regarding it.

Our medium, forming the *Outdoor Connective Link*, is becoming more and more a vitally component part of every well-planned campaign.

CHICAGO

NEW YORK

Thos. Cusack Company

"Help the retailer sell your goods, but not alone your goods, but any goods that he may carry in stock.

"It is a great thing to be able to regard this problem from the point of view of the retailer. What you do for the retailer must be done unselfishly, not to help sell your goods, but to help sell *his* goods. Way back in the subterranean caverns of your mind, you may know that his goods are your goods, but in dealing with him keep yourself in the background, keep your interest concealed, and keep him and his interests in the forefront. Right here too many manufacturers err; everything they try to do for the retailer is so permeated with themselves and their interests that they fail to convince the retailer of their good faith, and he refuses their aid because he does not feel that his interests are properly conserved.

"Do you know, I have never yet seen a so-called dealer's service prepared by a shoe manufacturer that I could use? If I wanted an illustration of a shoe, it was sure to have the name of the manufacturer cut into its surface. If it was a booklet that I wanted to use, it was sure to have in it some outrageous laudation of the manufacturer's product, or something that I could not afford to let go out because it would do injustice to the goods of some competitor of the manufacturer, and I must not make a gain in business in one line at the expense of another, save as difference in quality makes the distinction between the two lines.

"Of course, I know that, when a manufacturer smears his name and his trade-mark over everything he does for the retailer, he is under the impression that he is making a little money go a long way in corralling the trade of a large number of the retailer's customers. But he is mistaken. He is practising so-called business insurance. But business insurance is not to be had in any such way. It is to be had by quality of merchandise and satisfactory factory service, and on these grounds only

are you entitled to make a bid for further business from the retailer.

"The one possible exception is that it is desirable to prevent substitution by unscrupulous dealers. But you must not criticise substitution by honest dealers, in cases where the substitute is better than the article asked for, and where the substitution is plainly suggested and the reason therefor frankly explained. Here is another case where I hold that the laws of competition prevail and in a fair field let the best goods win. Let me give an illustration:

"More or less frequently we have calls for steel arch supports. Steel arch supports are one of several devices manufactured for the purpose of providing foot comfort in cases where feet are sensitive, weak or broken down. We sell arch supports, because some people insist on wearing them. We sell two lines, one an advertised line with the makers' stamp, and another different style of our own special make and bearing our name. If there is a call for arch supports we show both these styles. And we sell them both. But we make a sale under protest, because we do not believe it is a good thing for the foot to wear arch supports.

"To the best of our judgment, based on long years of experience, the only satisfactory way to provide support for a foot that requires special support is to fit it with a shoe of a particular type, specially made to correct the difficulty. Now, when a customer asks for the Blank arch support, we practice substitution whenever possible, with the full knowledge of the customer, mark you, and rather than sell what is asked for, we sell a corrective shoe instead. I do not think that any man here to-night will question the propriety of such a sale."

Upon taking his seat, Mr. Johnson was called upon to defend his position. The Eastwood store sells Onyx Hosiery and also stamps the Eastwood name on each pair of stockings. Mr. Johnson admitted that the Onyx people were most skilful in their publicity, and that it profited the

Eastwood store to connect up with the national reputation. "If Johnson & Murphy advertised their shoes nationally," someone asked, "would Eastwood carry the line in spite of the national advertising?" "Provided it was shown that the value of the shoes was superior to others that might be on the market, J. & M. shoes would probably be carried," said Mr. Johnson in this connection.

"Nevertheless, I think that the direct work on the dealer comes first and that national advertising is best kept in second place. One dollar for national advertising to three dollars for work with the dealer seems to me to be the proper ratio."

Mark Sloman, advertising manager of the Stein-Bloch Company, took the floor in rebuttal.

"The line of least resistance is the natural course of human nature," said Mr. Sloman. "Naturally, the line of action that is least expensive is the one that offers the least resistance. Mr. Johnson's experience and that of the Eastwood store is exceptional. It would be a mistake to consider that such experiences are general. The local dealer is rarely in a position to spend the money necessary to carry on a campaign similar to Eastwood's, and consequently the deadly parallel between the majority of dealers and Eastwood's is rendered innocuous. A dealer must have quick action. His capital is small, he is not able to make his own advertising effective. His profits and his reputation comes from linking his name with the well-known product if for no other reason than the association of ideas. His guarantee coupled with the manufacturer's guarantee makes his a double-barreled proposition and twice as likely to bring down the game. In the union of two advertisements there is strength, for the reason the dealer can profitably incorporate the nationally advertised name and propaganda in his local advertising. I admit that goods can be marketed without national advertising, as I admit that tallow candles can be used for lighting a house, but why

in the name of business should it be done? It is inefficient. To talk of national advertising and dealer service as if they were alternatives is a mistake, one is a supplement of the other. Stein-Bloch Company shows how necessary both things are to effect complete results. This is the quickest and surest way to success.

"An overlooked factor in the consideration of the desirability of the nationally advertised product is the great traveling population of the United States. In Rochester, for instance, it is estimated that over 75,000 people visit the city every year. This is a conservative estimate. These people never learn the reputation of a local store; they depend upon the national reputation. They buy the stuff they know, and they buy it from stores that carry it. They know the Stein-Bloch Company, but they do not know the Union Clothing Company. They have never heard of Eastwood. The success of the United Cigar Stores, the Woolworth stores and the Riker-Hegeman stores comes from standardizing store service and merchandise."

Mr. Sloman was asked what percentage of Stein-Bloch dealers used the direct-letter service offered them, and said that 50 per cent. employed it. Furthermore, 75 per cent of the Stein-Bloch dealers use the cut and advertising service. The Stein-Bloch Company does not attempt to key national advertising, as the local dealer is expected to cash in on it. It was brought out that the clothing manufacturers are largely national advertisers, and the manufacturers and retailers were both known as prosperous people. In the shoe business, with a few notable exceptions, the manufacturers are not prosperous and the retailers are not on a par with the men in the clothing business. O. K. Johnson was inclined to admit that there might be a relationship between the existence of the advertising spirit and financial success, but would not go on record as saying that it was the determining factor.

A Merchandiser's Experience in Working with New England Dealers

By M. Zimmerman

WHAT are the Liggett and Riker-Jaynes policies in regard to cutting prices, especially on advertised products offering a good margin of profit and just being introduced into the New England market? What methods can be used to get these concerns and the big department stores to keep prices up? How can a sale proposition be framed so that it will appeal to the dealer who fears price-cutting competition? What is the view-point of the small New England dealer toward advertised products, dealer co-operation, and other matters of interest to the manufacturer with eyes on the New England market?

These are a few of the questions which the editor of *PRINTERS' INK* has asked me to answer out of my recent experience in working with the New England dealers, enlisting their good will and support for an Eastern advertiser, spending \$500,000 a year, who was trying out a sales plan in this territory preparatory to a nation-wide campaign. I will do my best to answer them.

For the sake of keeping confidence we will call the product "Billie Burke Complexion Soap." We will suppose that this soap is something new on the American market, but backed by American advertising methods had obtained considerable volume across the water. It was being pushed in America largely on its merits as a complexion soap, the appeal being to the great middle class rather than to women of wealth, on the theory that no matter how little a woman has she always can spare a few dollars a year for "beautification." It was being marketed through the jobber.

So far, the proposition is nothing out of the ordinary, but if we further understood that the selling price of this soap has been

fixed at 50 cents a cake—a good deal higher than the then highest priced soap on the market, and that it is essential to maintain this price, in spite of existing conditions, the problem becomes more complex. Moreover it is the first 50-cent soap ever introduced with national advertising. If we add to this feature the difficulty of denting a market already glutted with soaps—one particular 25-cent brand having been advertised until the public and trade alike have come to believe the advertisers' claim that no better soap can be made or bought at any price—a parallel problem to the one confronting us in New England cannot well be imagined.

The redeeming feature of the proposition was that our company enjoyed the confidence of the trade, a confidence built upon many years of continuous advertising on several allied products and carefully nursed by square dealing and unceasing effort to maintain prices to a point which protects the small dealer.

FRAMING THE PROPOSITION

In view of the problem confronting us it was not unnatural that considerable thought was given to planning the "try-out" campaign. New England was selected for the field of effort because among other things it was compact. It offered an intelligent class of buyers, gathered within a few square miles of territory. It was, therefore, adopted to a quick and economical distribution of the product. Aside from that, the percentage of wealth per capita was high, a feature appealing to us especially, and the railway system was such that the whole territory could be easily and quickly reached by a salesman working out of Boston.

But it was also realized that

Financial Institutions

are familiar with the fact that the Boston News Bureau holds a unique position in financial journalism.

The Boston News Bureau maintains a news gathering organization covering two continents, and a statistical organization capable of correct and instant interpretation of any financial happening.

Its advertising columns are open only to high-class financial advertising.

The Advertising Agency Department

of the

BOSTON NEWS BUREAU

is backed by this organization and equipped with every requisite for the proper handling of advertising.

It offers to financial advertisers a service which no other organization attempts to equal.

The value of this service to financial advertisers is demonstrated by the fact that the Advertising Agency Department of the Boston News Bureau

Places More than 90% of the financial advertising in New England

30 Kilby Street

Boston, Mass.

this territory offered certain peculiar problems. To offset this condition the selling plan must be especially strong, avoiding certain frowned-on practices of manufacturers who had gone before, a plan that would get the dealer's goodwill and friendship from the start.

The plan finally decided upon was to start the advertising and then have me call upon the trade, talk to them about what we were doing, win their support for our product and get them to put in a small trial order to take care of the advertising demand. I was to turn over all orders to the jobber, and in every case possible, work through the jobber to get him with us as well as the dealer. On no account was I to sell more than enough soap to take care of this first demand. Our president explained the matter to me in the following written instructions:

"Ordinarily the mission of the salesmen is to sell as much goods as possible. Our policy is just the reverse. We don't believe in loading up either jobbers or dealers with more goods than they can dispose of *within a few weeks*. If we sell a man more goods than he can readily dispose of we will be unable to test out this plan. We will remain in ignorance of what our advertising is producing.

GETTING A LINE ON RESULTS

"To make this clear to you let us assume you sell a jobber five gross. We would not get a repeat order until this five gross were sold, and in the meantime we would be wondering what our advertising was doing.

"We are old hands at advertising and are patient. We know that in the long run business has got to come to us, and in order to gauge the amount of advertising we can do on our soap you are instructed to refuse to sell more than one-quarter of a dozen cakes, save in exceptional cases, to the small dealer.

"We are not anxious for orders from big stores or jobbers. I would rather have you turn in six orders for one-quarter dozen from six retailers, and we would think more of these six orders.

than if you sent us in a ten-gross order from the jobber. The jobber will come around all right in time, to try to get him to buy more than his trade requires, would be simply fooling ourselves, because the jobbers all over the country know us, and they know that if the face soap does not sell they can exchange it for our other products.

"We enjoy very cordial relations with jobbers all over the country because of this policy, and we are especially anxious that you make no effort to force them to buy more than they need to supply the demands that we ourselves create."

With these instructions I left for New England.

HOW PRICE-CUTTING WAS STOPPED

The first problem I found myself up against was assuring the small dealer that the big stores wouldn't cut prices and that if he undertook to push our soap he could make the profit claimed. I soon found out the full meaning of this objection by looking at the advertising being done by two big stores. Price-slashing was no word for it. Liggett, whose stronghold is in Boston, and the Riker-Jaynes stores were engaged in a battle royal on proprietaries. And as usual the small dealer was bearing the brunt of it. I soon saw that before I could get the good will of these smaller dealers some kind of assurance was needed from the big stores that they would keep prices up.

So I went in to see Mr. Fields, of Liggetts, that afternoon, to get his views on the subject.

"Mr. Fields," I inquired, "what are you getting for Billie Burke Complexion Soap?"

"Forty-five cents," he replied.

Then I asked him: "Would you be willing to *keep* the price at forty-five cents?"

He replied in the affirmative, stating: "I would be only too glad to do it, provided the others will follow suit. You may be surprised to know," he added, "that we do not like to cut prices, but it is a matter of preventing the other fellow from underselling us."

After leaving Mr. Fields, I went over to see the Riker-Jaynes

NEW ENGLAND!

**The choicest territory to market
your products. The local daily
newspapers the real market makers**

The New England States have close to Seven Million inhabitants; about one thirteenth of the country's entire population.

These inhabitants, probably owing to older civilization, are above the average in education, and possess the highest per capita of accumulated wealth.

A well filled purse and the daily newspaper habit, make them quick to respond to advertising, eager to buy what promises to be superior to what they possess, or to fill a want created by the advertising.

Every city and many towns and villages have thriving industries, for New England is famous for its workmen in cotton, wool, leather, brass, silver and gold. The manufacturers are rich, the employees well-to-do, so it is an ideal market place.

THE LOCAL DAILY NEWSPAPERS Reach the Head and Heart of the People

Every sizable community in New England has its daily newspaper, one or more, that goes into the homes and is read by the buyers of the family.

Every community here has its progressive shopkeepers who appreciate the value of products advertised in the local daily newspaper. They know there is more profit in handling an advertised article on a small percentage than there is in handling an unadvertised commodity on a large percentage.

Trial campaigns are invited by these New England Dailies, as they do make good. Let your next test be in New England Dailies.

*Springfield, Mass., Union
Worcester, Mass., Gazette
Bridgeport, Ct., Telegram
New Haven, Ct., Register
Meriden, Ct., Record
Waterbury, Ct., Republican*

*Portland, Me., Express
Burlington, Vt., Free Press
Manchester, N.H., Union and Leader
Lynn, Mass., Item
New Bedford, Standard and Mercury
Salem, Mass., News*

people. Before I had a chance to broach the subject, Mr. Henry greeted me with, "I see your soap is already being cut. It is a pity that an article like yours, which offers a fair profit, should be cut right at the start like this. Why don't you people do something to maintain the price?"

This greeting rather startled me, coming as it did from a concern which has the reputation of being one of the most savage price-cutters in the country. I did not know that any store had cut prices, and so asked him just what he meant. He reached into a pigeon-hole of his desk and showed me an ad of one of the large department stores which offered our soap at 39 cents a cake—a cut of 11 cents.

I was just as surprised as he was to see that price-cutting had begun so soon, and asked his suggestions for stopping it. "If I were you," he said, "I would talk the matter over with Shepard-Norwell's and see if you can't prevail on them to keep the prices up. So far as I am concerned, I am only too glad to keep the price up, for it isn't very often that we get hold of a product like yours that offers a good margin of profit, backed with the advertising you people are doing."

FIXING THE MINIMUM PRICE

Leaving Mr. Henry, I went over and saw Mr. McRea, of the Shepard-Norwell Company, the store which had slashed the price. I explained to him the general attitude of the other dealers and asked him to join the general movement to keep the price up. "The reason," he said, "I cut the price was because I had a special sale on all toilet goods and ordered a general slash. But," he added, "I will be glad to keep the price to within five cents of the advertised price if the others are willing to do the same. I must have that five-cent leeway to attract outlying customers, who demand some inducement to justify spending carfare in coming downtown to shop."

In another store—the R. H. White Company—I happened to

pick up a cake of our soap and noticed that the price marked on it was 39 cents. I sought out Mr. Dean, the buyer.

"Mr. Dean," I asked, "why are you selling our soap at 39 cents?"

To this he replied: "It is always our policy to meet the others' prices, no matter how low they might be. Knowing that it wouldn't be long till the leading cutters here in town will drop the price, I thought I might as well beat them to it."

But when I told him of the attitude of the other dealers, he readily assented to join with them in keeping the price to a 45-cent minimum. And he did, for a few days later I had occasion to go into that department again, and the price was changed to 45 cents.

Other stores were visited in turn until I had seen them all, and in every instance got the buyer's word not to cut. And while this was some time ago, I have not yet heard of the agreement being broken. This convinced me that the proper kind of personal appeal will stop this price-cutting "bugaboo," at least in New England, if the article itself is right.

GETTING THE DEALERS IN LINE

With the assurance that there would be no price-cutting among the bigger stores, I was able to go ahead with my work among the small dealers. And it was fortunate I had this assurance, for in almost every case the first thing the dealer hurled at me was, "What are they getting for it downtown?" "Have Riker-Jaynes cut the price on it yet?" When I could tell them of my interviews with these concerns I was invariably able to get them interested in our work. But even then there were many who still hesitated, arguing: "Well, it will only be for a short time, anyway." I remember one Boston druggist who was particularly skeptical. Even after a prolonged discussion, involving every conceivable argument, I was unsuccessful in getting him to agree to get behind our product and push it with counter displays. He wouldn't think of putting in the initial three cakes. Even the

EVERY YEAR READERS OF THE UNION SPEND \$36,000,000.

Do You Get Your Share?

We have prepared a circular, analyzing the quality of The Union's circulation, and showing a potential purchasing power of its readers of \$36,000,000 annually.

In addition The Union has prepared a booklet, "Where Every Copy of The Union Goes," giving in exhaustive detail the distribution in the City of Springfield and suburban territory of its net circulation of 25,327 copies daily.

We will send a copy of the circular, also a copy of the booklet, upon request, and shall likewise be pleased to supply any information concerning the field in which The Union circulates. If you wish a share of this \$36,000,000, address for full details

THE SPRINGFIELD UNION SPRINGFIELD, MASS.

New York, N. Y. J. P. McKinney, Cambridge Building
Chicago, Ill. J. P. McKinney, 150 Michigan Avenue
Boston, Mass. Julius Mathews, 1 Beacon Street

most vivid word-pictures of buyers coming into his store as a result of the advertising seemed to glance off him "like water off a duck's back." Then I grew friendly, and finally he told me what the trouble was.

"Do you know, Mr. Zimmerman," he said, "I would like to sell your soap. It is a nice, profitable article and I will admit you are doing your best to create a demand. But how long do you suppose it will be before the big stores begin to sell it below cost? Why, man, you might be surprised to know that time after time a customer comes into my store, and to save my life I don't know how much to charge her, for fear she may quote me a price of a competitor or of the Riker-Jaynes stores.

DEALER DEPRECATES "PROFIT" TALK

"That is what you manufacturers overlook; you can't realize that small dealers like myself must conform to the price of our competitors. You send out circular after circular talking 'profit,' 'profit,' 'profit,' and all the time you don't know the first thing about our profit. You will come around with an article which you have sold at liberal discounts to the chain stores and department stores, who you know will cut surer than fate, and expect us to buy your stuff. Nothing doing!"

And with that he reached into his waste-paper basket and dug out a circular of a manufacturer with the word "profit" repeated many times in bold-faced type and heavily underscored. The article happened to be one that the chain stores at that time were selling at 64 cents, cut from a dollar. It cost the dealer eight dollars a dozen, which meant that if the dealer met the price he would be losing money. Yet the manufacturer wasted money by circularizing those dealers to tell them of the "profit" they would make. And it struck me there was a good deal of truth in the dealer's comment that "it would be a good deal better business for that manufacturer to save his money on such circulars, unless he makes it

his business to find out something about local conditions."

This condition, however, I found to be confined mainly to the large cities of over 25,000 population. Among the dealers in the outlying cities fear of price-cutting was less of a factor, and so my chief work consisted in getting them to change their attitude toward handling quality articles.

WINNING OVER THE SKEPTICS

Once in a while you would come upon some dealers who just simply would not help you. They cared nothing about your advertising and less about your soap. As for co-operation, the very name of it was like waving a red flag before a bull. These are the dealers that put dents in many a carefully thought-out selling plan. But there is a way of winning over even these skeptics.

I remember one such druggist in a little Rhode Island town. He hadn't noticed our advertising, wouldn't buy any more soap of any kind, and "didn't have any time to waste on salesmen masquerading as something else." After several false starts, I got to him with a copy of a letter which I had in my pocket, written by my firm to his jobber.

The letter follows:

MESSRS. SISSON DRUG COMPANY,
Hartford, Conn.

Gentlemen:—

We are just entering upon an extensive campaign for Billie Burke Complexion Soap. This is the soap which is meeting with such marked success on the Continent. We are planning to have a special representative call on your trade and enlist their co-operation in pushing this soap, and if possible get them to put in a small initial order.

We are writing to advise you of our plans, and also to authorize you to exchange for any other goods of our manufacture any of this new soap that any dealer may desire to return.

Also that we *guarantee the sale* of all Billie Burke Complexion Soap you purchase from us. If at any time you find that you cannot sell this soap after buying it from us, we hereby agree to take it off your hands and pay you the same price you paid us, plus all transportation charges each way.

This guarantee will enable you to buy Billie Burke Complexion Soap from us freely without any chance whatever of putting in stock goods which you may not be able profitably to dispose of.

When I showed this dealer the carbon copy of this letter he be-

NEW ENGLAND!

THE LOWELL SUN

(Shining since 1878)

Lowell's Greatest Newspaper

Largest net guaranteed circulation of any Lowell paper

Only Lowell Newspaper Whose Circulation Has Been Audited!

JOHN H. HARRINGTON, Proprietor

Largest
newspaper
plant
and the
only
sextuple
newspaper
press in
Lowell

The
handsomest
newspaper
office
building
in
New
England



THE SUN BUILDING
ABSOLUTELY FIREPROOF

LOWELL, MASS.—A MANUFACTURING CITY

*The belt is kept on the tight pulley oftener than in any other
New England manufacturing city, so Lowell is prosperous.*

LOWELL—The oldest textile centre in New England. The great water power of the Merrimac led the pioneers of the cotton industry to locate on the banks of this stream where the Merrimac and Concord embrace. Lowell has now a population of 106,294, and with its suburbs 125,000. Those engaged in the industries are high-grade, orderly, industrious operatives, many of whom own their own homes and have bank balances to insure comfort in their old age.

The SUN is the popular paper of Lowell, established in 1878 by the present proprietor. It has, as the years speed on, increased in circulation and power. The SUN has opinions, and they are expressed fearlessly and for the well being of the residents of Lowell.

The SUN'S circulation is now over 16,500 net daily. It is the only Lowell paper ever examined by any circulation auditor. The SUN censors its advertising; liquor and objectionable medical advertisements are refused. This makes the SUN worthy to enter every evening all the worth-while homes in Lowell.

JULIUS MATHEWS, Representative

NEW ENGLAND! Worcester Mass.

Second largest city in the state. Seven hundred Manufacturing Establishments. Some of them largest of their kind in the world. Educational as well as industrial center. Seat of Clark University and Holy Cross College.

Evening Gazette

LARGEST CITY

*Circulation in Massachusetts'
Second Largest City*

LARGEST EVENING

*Circulation in Massachusetts
Outside of Boston*

Carries most display advertising of any Worcester daily. Worcester's merchants know the paper that gives best results!

**The Concentrated Circulation
of the "Gazette" produces
maximum results!**

Ninety (90%) per cent of the "Gazette's" circulation is in and close to Worcester. The "Gazette" is known to be the paper that brings Worcester People into Worcester Stores to Buy Goods!

For Worcester—
The Gazette

"The Paper that Goes Home!"

JULIUS MATHEWS, Representative

came a little interested. The point about taking goods back appealed to him; it seemed to put us out of the run of manufacturers who had sold him all he could carry and then had left him to sink or swim. But even then he would not be convinced, and it was only after calling the jobber on the phone and getting him to tell the dealer that he stood ready to take back any unsold soap that I was able to get my man to put in the line and properly display it on his counter. Afterwards, I used the letter plan many times with equal success, and as a way of convincing the suspicious and skeptical dealer it is a winner.

TEACHING THE DEALER TO "TRADE-UP"

While taken as a whole the New England dealer is far more intelligent than the dealer in many sections, still there are many of them who require a lot of educational work so far as getting them to appreciate the value of a manufacturer's advertising.

It was no easy task to make the little dealer believe that any advertising could be written which would sell soap for fifty cents a cake. As one shrewd Yankee druggist put it: "I've been in business thirty years and I can remember the time when people of ordinary means gladly paid thirty cents for a cake of good soap. But, while many of my customers to-day can well afford to light their cigars with ten-dollar bills, they think they are extravagant if they spend fifteen cents for a cake, let alone fifty cents." It was only after a good deal of talking, mixed with a liberal amount of jolling and persuasion, that I could get him to see the proposition in its true light, and give us his support.

It is these little things that reflect a man's view-point. The average dealer bases his attitude on his own limited experience, and it is well to take into consideration how very limited that experience usually is when approaching him. I'm talking now of circularizing. I am sure if some of the copy writers, responsible for the flood of "high-brow" litera-

ture which comes into these dealers' stores in every mail, had a chance to get out and talk to some dealers like the one mentioned above, there would be less "overshooting the mark" and waste in this kind of literature.

To further illustrate this point I met an old-timer in a small town just out of Providence who reminded me of the old days when they wore straps under the trousers to keep the pants down. I had been warned in advance that he was a hard nut, had little use for advertised products and less for manufacturers who talked cooperation, so I approached him with gloves on. In the course of conversation I asked him where his clerks were. "Clerks!" he flared back. "Why I wouldn't trust the best clerk alive. They are all a bunch of grafters. When I go out of the store, I close it up and then I know all the stuff is there when I come back."

Of course, this is an exceptional case, but I was surprised in talking over merchandising matters with these dealers to see the narrowness of the view-point of most of them. *I venture that one-half the literature they receive goes over their head.*

ADVERTISED ARTICLES POPULAR

But while the New England dealer may be backward in some ways he has a very substantial belief in advertising. In the smaller centers the fact that you can point to advertising in the newspapers, street cars or billboards works wonders. Even in Boston the average dealer has a much higher regard for the value of advertising than the dealer in other big centers like Chicago or New York.

To give an insight into the attitude of the typical dealer, I will mention a conversation I had with a progressive Lynn druggist. When I told him about what we were doing he pointed to a show case in which a supply of our soap was being prominently displayed. "You see I already have it," was his answer to my look of surprise. "How did it happen that you put the soap in stock?" I asked. To this he replied that it was his

NEW ENGLAND!

The Great Paper in the field —the biggest city in Maine

Here is a local afternoon daily that gives advertisers the most complete distribution in its city that any one paper can give in any New England city.

Portland Maine Express

Average Circu-
lation 1913 19,537 net

[Returns, Overs and Spoils Deducted]

The Evening Express sells at two cents, and has a gross circulation of more than 21,000, by far the largest circulation of any Maine daily, and greater than any other two-cent daily paper in Maine, New Hampshire and Vermont.

Portland is the Whole- sale and Jobbing Centre of the State.

Portland merchants, like all who are doing a thriving business, are live ones ready to take hold of a good proposition backed by advertising in the Express, whose power to move goods they know from years of experience.

The Express alone covers the Portland field so thoroughly that an advertiser may feel by using it alone he is getting all of the cream and fully ninety per cent of the milk!

The SUNDAY TELEGRAM is the "big fellow" of Maine's Sunday newspapers and has individuality; stands on its own feet, and makes money for the advertiser.

JULIUS MATHEWS, Representative

NEW ENGLAND!

The best daily in Connecticut's largest city

NEW HAVEN

(CONN.)

REGISTER

A Two-Cent Evening Newspaper

Largest

and

Best Circulation

of any

New Haven Paper

The Register Leads:

1. In circulation.
2. In volume of advertising, all kinds—display and classified.
3. In news, local, foreign and departmental.
4. In equipment, having greater capacity for setting matter, and for producing more pages and papers in a given time.
5. In staff, having a greater number of editors, reporters and writers.
6. In public confidence—both readers and advertisers believe in the Register.

New Haven

The greatest city in Connecticut. More than 130,000 population. Seat of Yale College, a fine industrial city, good business city and a mighty good place to sell your goods.

Insist on the Register being on your list!

JULIUS MATHEWS, Representative

policy to stock an article the first time he saw it advertised, and he required his clerks to keep their eyes open for any new campaigns. I also found in talking with the dealers that, other things being equal, the advertised lines were always given the preference, as there seemed to be a general feeling existing that it added to a store's reputation to give the impression it carried the well-known brands. This was particularly impressed upon me by the favor shown the Nyal products as compared with the non-advertised goods put out by a certain druggist's syndicate, whose products offered a larger margin of profit but were a good deal harder to sell.

EDUCATING DEPARTMENT STORE CLERKS

Of course, this was not so true of the department stores which have certain well-known objections to trade-marked lines, but I found that by using a little tact and salesmanship I was able not only to get into all the department stores, but what is more unusual, was able to make considerable headway in getting the clerks to push our soap.

The main reason for my success in this direction was the unusual intelligence of the New England department store clerk. My usual plan would be to enlist the buyer, and then make friends of all the clerks behind the toilet counter. I gave them a cake of soap and asked them to use it so that they could intelligently tell the customers about it. This method proved quite effective. Quite often it resulted in counter displays which we might not otherwise have gotten, and in one case a girl showed me how easy it was for her to sell the soap, while I stood talking to the buyer a few yards away.

GETTING COUNTER DISPLAYS

Another thing I found profitable was to get the big stores to put up counter displays. A counter display in the big store is particularly effective, because a woman buying in a department

store has been educated to handle the goods on sale at the counter, and is therefore extremely susceptible to counter suggestions. A good display backed by a good clerk will do wonders.

To illustrate the value of the counter display: I remember walking into one of Liggett's stores in Providence—said to be the largest and best-appointed drugstore in the country. I noticed a few cakes of our soap on the counter, and, in answer to a question, the manager told me that while sales were nothing wonderful, he would like to sell more of it. So I suggested: "Why not put several dozen boxes on the counter, building them up so as to attract attention? Then take the wrapper off one or two cakes and leave them exposed, so that the woman in passing will be induced to stop and smell it." And he did. A few days later I stopped at the counter and inquired how the soap was selling. "Fine!" the clerk replied. "It is selling faster than ever. In fact, I have sold over a dozen in the last few days." Considering the price, this I considered good evidence of the selling power of counter displays.

DISPLAYS THAT PLEASE THE DEALER

I made a particular effort while in New England to get a line on what the dealer in that section of the country liked in the way of advertising material. I had an idea that dealers in one section had different ideas from those in other sections. My experience confirmed it.

In almost every instance I found the dealer in New England likes displays which show figures in action. Animated window displays on products which appeal to him are received with open arms. I went into a little drugstore and the dealer showed me a mechanical display of Father John's Medicine which he had been using regularly now for six years. He liked it so well that the manufacturer could not persuade him to send it back.

Unlike most sections of the country, window space can be had

NEW ENGLAND!

A. A. A.

**The Association of
American Advertisers
February 18, 1914**

Examined the

Bridgeport Telegram

(known circulation)

X

x—the unknown quantity designates ALL OTHER DAILIES in Bridgeport as they REFUSED to give this auditor permission to examine their books. "The Ostrich hides his head in the sands thinking he is invisible!"

Bridgeport—102,054 with suburbs 150,000—the second largest city in Connecticut is of great manufacturing importance and a splendid advertising field for any product.

The Telegram's circulation is almost entirely in Bridgeport and immediate suburban territory. The auditor of the A. A. A. found upon its investigation that 95% of the Telegram's circulation went into the homes.

The best news is printed in the Telegram, the best trained reporters cover all local affairs, and the Associated Press furnishes outside news. The woman's page is far ahead of any similar page in Bridgeport, the sporting page and departmental pages in quantity and quality of matter lead all other Bridgeport papers.

JULIUS MATHEWS, Representative

The Morning Record Meriden, Connecticut

Delivers many more papers into **homes within the city** than does any other newspaper, and it is in high favor with Meriden and Wallingford merchants in all lines, who have learned from their own experience that **The Morning Record is unequaled as a Money-Maker for Advertisers.**

The Morning Record offers foreign advertisers of high-class products in Meriden an important advantage in barring from its columns all **objectionable** medical advertising.

The Morning Record is the best Advertising Medium in Meriden, because it is the best newspaper printed in the city. Any one interested is invited to compare the two local papers for six consecutive days.

For sample copies and other particulars address the home office, Meriden, Connecticut

without a charge in New England. As far as I know there is no agreement among the druggists to charge for window space, and I always found that the dealer was glad to get neat signs which he could put in his window, as well as signs for his counter. Many times he asked me if we could send him a window display.

It is wise, however, not to distribute this advertising material through the jobber. In the several investigations I made regarding the co-operation a manufacturer could expect from the jobbers in this section I found with one or two exceptions that they were no different from the rest.

But I must say in justice to New England jobbers that I always found them mighty glad to do anything within reason to help me in my work. Of course they appreciated to a great extent that in getting the dealers awakened to the possibilities of pushing an advertised product I was creating sales for them, but it is another case of private brands.

The jobber, however, should not be overlooked in working the New England territory for he can be a great help to the specialty salesmen if he wants to. Many of the jobbers will even go so far as to send a man around with the salesman, if tactfully approached, and naturally with the introduction of the jobber's representative who is personally acquainted with the dealer the battle is half won.

JOBBER'S IDENTIFICATION CARD HELPS

While working Providence, for instance, I had occasion to enlist the aid of the Providence Wholesale Drug Company. You couldn't ask for better co-operation than I got from them. Not only did they give me a little card of introduction, which was of immense help to me, but they even went so far as to furnish lists of customers to call on, with full data as to whom to see, etc. This card and list enabled me to cover the ground in half the time, with twice the results, and if manufacturers all down the line would induce their representatives to get

these little cards of introduction from jobbers a whole lot of the difficulty in getting dealer co-operation would fade away.

Summing up my New England experience: what impressed me more than anything else was the common practice among manufacturers of going to the big department and chain stores first, stocking them by means of special price inducements, and leaving the small dealer till the last. If this policy was to be reversed—if the small dealer was to be given first consideration—the big obstacle in getting distribution would be removed.

If this essential condition is given consideration, and if the manufacturer is far-sighted enough to have his advertising *well under way* before the salesman calls on the trade, he will find less difficulty in winning over the New England dealer. But this feature of the campaign is important. In my case it not only gave me immediate standing with the dealer, but made it possible for me to use the advertising as an approach.

When I went into a store and asked the druggist if he had seen the advertising on Billie Burke Complexion Soap in the street cars and newspapers and he answered in the affirmative, the battle was half won. Had it been necessary for me to talk about the advertising *we were going to do*, results would have been very different.

Perhaps the most concrete evidence I could advance to throw light on the possibilities of the New England market from an advertising view-point is the fact that in the month I was able to interest 143 dealers out of a possible 239 in pushing our proposition, and putting in the initial supply so that our advertising would bear fruit. As a matter of fact I was able to call on 342 druggists, thanks to the compactness of the territory, but on account of 103 of them being out and 33 already having taken advantage of the advertising, and bought the soap it would not be fair to judge the territory on that basis.

NEW ENGLAND!

New Hampshire's One Great Advertising Medium

Manchester Union and Leader

Circulation larger than all other New Hampshire dailies combined.

In nearly every town, village, hamlet and Post-Office in the Granite State, our papers are read every day.

City Circulation: Embraces ninety per cent of the English-speaking newspaper-reading homes of Manchester and suburbs.

Actual average for eight months ending Feb. 28th, 1914, was

26,218
copies daily

In few states in the Union can so complete a covering of an entire state be had by one medium, as can

New Hampshire
with the
Manchester
Union AND Leader

JULIUS MATHEWS, Representative

NEW ENGLAND!

MERIDEN

(Connecticut)

JOURNAL

A three-cent Evening News-paper that is the leader in the Meriden field. The population of Meriden exceeds 37,000 with a shopping zone population of 60,000, and the Journal enters nearly every home in Meriden and suburbs, which makes it the great advertising medium of the "Silver City."

The "Journal" has the Largest city circulation of any Meriden paper, and being an evening paper it reaches the readers in a receptive state. The Journal's news pages, sporting page and financial page, and its weekly architect and real estate news page form features that make every man in Meriden feel that he must read the Journal.

Meriden has the highest per capita of earnings in the world. Its manufactures devoted to the production of silverware, employ the highest paid skilled labor in America.

Whenever you buy an exquisite piece of silverware it is ten to one that it came from Meriden, and because it has the Meriden imprint it is A 1.

By all means place your product in Meriden stores and advertise it in the Meriden "Journal" and profitable results will follow as day follows the night.

JULIUS MATHEWS, Representative.

Small Retailers on Merchandising Policies

A Number of Dealers from Various Parts of the Country Testify in Congressional Hearings—Many Have Been Converted to Attitude of Manufacturers From Hostility

Special Washington Correspondence

THE small retailer is having his say, along with the manufacturer, in the hearings which have been in progress for some weeks past before Congressional committees in Washington. And advertisers and manufacturers who are interested to any extent in the view-point of the average retail merchant on such issues as price-fixing, substitution, unfair competition, exclusive agencies and return privileges on unsalable goods cannot, perhaps, gain a clearer insight into the workings of the everyday retailer's mind than is afforded by the testimony given—much of it in response to pointed questions propounded by Congressmen.

Sol Westerfield, retail grocer of 1409 West Madison Street, Chicago, Ill., appearing on behalf of the National Association of Retail Grocers, said: "The Stevens 'one price to all' bill in my opinion contains precisely that which the retailer and consumer should have, without in any way playing into the hands of the monopolies and trusts. Unfair practices are not so much perpetrated by the small merchant, but rather practised against him. It is our experience that as time passes the big interests engaged in the retailing of merchandise become bigger, the smaller merchants smaller, and unless the relief we seek is granted speedily I fear we shall have only two classes of merchants — a few merchant princes and a great number of very poor small stores.

"I believe there are more manufacturers opposed to the naming of the retail price than there are in favor, and when I say I believe that, I speak from experience. The manufacturer of canned to-

matoes and canned corn, the manufacturer of any ordinary commodity, is not interested in what the product is sold for. He is a manufacturer for only a limited period of the year and wants to dispose of his commodity as quickly as he can, and he does not care what becomes of it if he gets a fair profit.

"In 1907 I was one of the most firm antagonists of the retail price proposition and I am not ashamed to admit it. When it was first agitated that it would be in the interest of the retail grocers that the manufacturers name the retail price, I resented it. I said I did not wish to become an automaton—the manufacturer says how much money the customer shall put in a certain slot if I respond with a package.

"I was greatly opposed to it, but during the year following I studied the matter very carefully and my prejudice against the manufacturer naming the retail price has been entirely removed, not only from the view-point of the retailer, but considering it from the larger view-points of an American citizen and of the consumer; for while I am a dealer in groceries, I am a consumer of other commodities."

PROFIT ALLOWED ON STANDARD BRANDS

The witness furnished the committee with a list of well-known trade-marked articles in the grocery trade in order to show the small margin of profit allowed over the cost of distribution to the consumer. The profit, as represented, ranges from 13.63 per cent in the case of American Family Soap, to 25 per cent in the case of Campbell's Soups. The average given was around 20 per cent—this being the exact percentage for Fels Naptha and Ivory Soap, Royal Baking Powder and Shredded Wheat.

"Price-cutting means a lot to the small grocer," said M. B. Deiters, of Cincinnati, testifying before the Judiciary Committee on March 13. "There are times in season when we have to buy quite a bulk of goods, and, of course, as the season goes on we

The Biggest Little City in the United States

New London Connecticut

Don't pass up New London because the figures of the city look small in the census returns.

New London with its suburbs has a trifle over 40,000 people. There being no larger city within a great distance, it is the Metropolis to the residents of New London and those who dwell within 20 miles.

There are three busy shopping seasons in New London—Spring, Summer and Fall, while most other cities have but two. Summer is a great shopping season here among the thousands of Summer visitors who come to dwell along the coast of Long Island Sound where the cooling breeze makes them forget it is sizzling elsewhere.

New London will have for the next twelve months all kinds of money pouring into her lap—a million dollars from the construction of the ocean terminal, a million more for the erection of a women's college, three million for the erection of the new steel bridge across the Thames, and four and a half million for changing approach of the Railroad Company.

The advertiser who skips New London because of census figures does both of us an injustice. Any skeptic that thinks we cannot produce the sales ought to correspond with us!

THE EVENING DAY

Circulation over 8,000

A great big paper, 12 to 20 pages, in a small city. Every one in New London and for miles around knows and is proud of the **DAY**.

JULIUS MATHEWS, Representative.

LOWELL, MASS.

**Population of Greater
Lowell over 150,000**

**Annual Wages Paid in
Manufacturing Industries
over \$16,000,000**

The Courier- Citizen

(Morning and Evening)

**Delivered by carrier
into the home.**

**In circulation, in-
fluence, display ad-
vertising and classi-
fied, it is supreme.
It holds its position
because it gives re-
sults.**

**If interested send for
booklet**

"About Lowell"

**Courier-Citizen Co.,
*Publishers***

Foreign Representatives:

**Pullen, Bryant & Fredricks
Company
New York Chicago Boston**

are supposed to get rid of them; and frequently when we stock up with a good, standard, substantial, well-advertised article, some of these price-cutters will take it up and use it as a 'feeder' and then the small dealer has to keep his goods on his shelf, and such a practice is, therefore, not only destructive to him but to the business of the manufacturer, for I am bound to quit handling his goods when that is liable to happen to me. I have no means, as my business is but a small one, of using such a bait; I cannot afford to do it."

John A. Lake said: "I am a retail grocer and meat-dealer. We have two stores in northern Michigan. I believe that where a manufacturer has put his brains and executive power and ability into making a standard article and he wants to fix a certain price to the consumer he should have that privilege. I think competition should be along the lines of good service, good goods and right price, rather than poor service, low quality and low price."

W. H. Cook, of Springfield, Ohio, said: "The price-cutting operations of chain store systems, department stores and catalogue houses are a menace to the success of the individual retail dealer. I have in mind the case of one firm that sold sugar for one dollar a bag when sugar cost the jobber \$1.29 and was sold to the retailer for \$1.33. The statement of the owner of the store that evening was that they had lost between two and three hundred dollars in their transaction on sugar, but they did not care anything about the loss, if they could get the people in the store."

Charles G. Deibel, of St. Louis, a retail grocer, related a personal experience as follows: "The Curtice Manufacturing Company manufactures canned goods and they are of high character. I have handled them extensively until the last few years. I had bargained at one time with those people for 150 cases of peas, where they were unfortunately placed in the position of getting into a controversy with a jobber

who had been handling their product who turned their canned goods over to a price-cutter. The reason for that was that the goods had become old and, I believe, the Curtice company had refused to take them back. At least the jobber made that plea, and this fellow had them advertised in the St. Louis *Post-Dispatch* at a very low price on account of the character of the goods. That set the standard price, at least for that season, on that particular commodity, and naturally I had to refuse to sign the contract, because the goods were cut away below profit."

E. O. Snyder, of Columbus, Ohio, said: "I could cite many cases where a manufacturer has been injured by the unfair merchant using a well-known article for a bait. A certain butter manufacturer who had built up a good business had his product put on sale at less than cost, charging the loss to advertising. The dealers began the only recourse, namely substituting. The manufacturer's own employees suffered, for they were paid upon a commission or profit-sharing basis. Their salaries were cut from \$25 per week to \$12 and \$14, according to their own statements. The firm in turn had either to spend additional money in rebuilding its business or suspend."

John Brayshaw, Jr., proprietor of a retail grocery store at Sixth and A Streets, S.E., Washington, D. C., said: "When I came to Washington, 15 years ago, the best brand of peas on this market was Schreiber's Silver Label Peas, put up at Union Mills, Carroll County, Maryland. In this time the population of this city has increased somewhere between 10 and 20 per cent and the quantity of Schreiber's peas consumed in this city has decreased nearly 50 per cent, due to the continued cutting of the price of this pea to such an extent that it became unprofitable. The statement has been made that the cost of traveling salesmen, by distribution through what was termed 'regular channels,' is six per cent. In our

NEW ENGLAND!

Hartford (Connecticut)

Post

Hartford's only Two-cent paper (all others are three cents).

Second Largest Circulation. Lowest Rate per thousand. Greatest Advertising Value. Of its between 13,000 and 14,000 circulation at least Twelve Thousand is

Absolutely Un-duplicated Circulation

going every evening into Twelve Thousand Homes in which no other daily is taken.

Equivalent to a city of 60,000 population served by this One Paper exclusively!

The "Post" shows good profits to advertisers. Its reasonable rate leaves a balance on the right side of the advertiser's cash book!

JULIUS MATHEWS, Representative

line of business I know of no salesman who received a commission of over two and one-quarter per cent. On sugar their percentage is one per cent. Sears, Roebuck & Co., and Montgomery Ward & Co. would never get an order from a Washington consumer for a box of their naphtha soap at \$3.50, where they would for Fels Naphtha for \$3.50. They cannot put 'Fels' on their soap and 'Fels' is what the people know it by. If we have protection of an article the people want, it does not make any difference to us how big the mail-order houses may grow or what possibilities they may open through themselves."

George W. Sawkins, a retail merchant of Toledo, Ohio, said: "I can get along in my business without any law. I can conduct it and educate the consuming public, so far as possible, as to the nature of goods I sell in my square dealing. But we have in competition with us 75 per cent of dealers who are not educated as to the kind of goods which they sell. I appeared before the canners' convention recently and asked that one of the principal things for consideration and promulgation should be education as to the quality and kind of goods they put into their cans; not so much for the benefit of the consuming public as for the benefit of the retail merchant who distributes their goods, so that in this way he might become educated and explain to his trade or the consuming public the merits of the different goods and the possibility of getting better value for the higher price paid for these commodities. The consuming public is not seeking education. They do like to endeavor to do business with the merchant who has established a reputation for honesty.

"At one time when I represented a manufacturer I refused to sell to a cut-rate store a car-load of goods, where my greatest customer in that city bought only 75 cases and the minimum car was 350 cases. The cut-rate dealer said to me, 'If you will not

sell them to me I will write to the house.' I said, 'I control this territory. If I say you cannot have these goods to the injury of my firm they will not sell to you.' I wrote in to my employers and told them the circumstances, and they refused to sell to him. But how many manufacturers and how many merchants and how many salesmen will take the stand I did, to protect the small man? Very few."

Asked by Congressman Graham whether the manufacturer could not obviate some of his price-cutting troubles by granting exclusive agencies, the Ohio retailer replied: "That is done to a great extent. I have a line of goods in my store that no other merchant in the city of Toledo can buy. I have these goods as my protection against the unjust and unscrupulous dealer.

WHAT ONE "HIGH-PRICED" DEALER MADE IN PROFITS

"In my business I have kept a carbon copy of all my accounts. When I get through with my inventory I bring in a cold-blooded accountant and get him to tell me my condition. I am quoted in the city of Toledo as being the highest-priced man in Toledo. My own profit, after a cold-blooded accountant went over my books and accounts, was shown to be 2.47 per cent."

The havoc wrought by price-cutting in the case of the O'Sullivan rubber heels for shoes was emphasized by Frank M. Whitcher, of Boston, Mass., who appeared in Washington representing the National Leather and Shoe Finders' Association, an organization composed of small dealers in leather, etc., for the shoe-repairing trade. Said he: "The price which most of the people over the country charge for those goods ranges from three dollars to \$3.25 a dozen on the men's, and on the women's from \$2.75 to three dollars. They cost you \$2.70 and if they are sold for \$2.75 there is a margin of only about two per cent. Other makes of heels are sold in the same way. Prices have been forced

down to so close a margin that standard articles are being thrown out and poorer substitutes used. Rubber heels are being sold to the repairers at 12½ cents a pair, and the nominal price to the public is 50 cents. The dealer supplies the 12½-cent heel for 50 cents and the public is injured."

TESTIMONY OF SPOKESMAN FOR
"COUNTRY" DEALERS

Charles A. Ireland, of Ionia, Mich., president of the National Retail Hardware Association, undertook to speak for about two-thirds of the 30,000 active retail hardware merchants in the United States. A small country merchant himself, he laid stress upon the fact that 75 per cent of the membership of his association is located in towns of less than 10,000 inhabitants. Said Mr. Ireland: "We assume that we are in reality the buyers of the respective communities in which we live, and that we cannot remain indifferent to the prices being paid by our customers. The consumer in almost all instances is

not a judge of values. Hence he is entitled to protection. The ultimate consumer is not concerned in what price he pays for particular kinds of goods. He is more concerned in what it costs him to buy his wants for the home during the year.

"The goods upon which there is a restricted minimum price are handled by the dealer at a less profit to him than any other line of merchandise that he usually carries. We are able to do this by reason of the fact that the goods are well known, that it requires not so much effort and less expensive salesmanship to sell this class of goods. The competition in trade-marked goods, upon which there is a minimum price, narrows down to the point of service, and ability of the merchant to get the trade away from the other fellow."

M. L. Corey, of Argos, Ind., secretary of the National Retail Hardware Association, said: "I believe it is possible for the few mail-order houses that are in existence to-day to prevent the es-

The Evening Times

(ONE CENT DAILY—29th YEAR)

PAWTUCKET, RHODE ISLAND

Average Daily Circulation, 1913—**21,628**—Sworn

Average Daily Circulation, January, 1914—**21,984**

Average Daily Circulation, February, 1914—**22,123**

*Figures Which Reflect the Steady,
Sturdy Growth of*

Pawtucket's One Big Newspaper

Serving Total Population of 130,000

City Population, 75,000

NEW ENGLAND!

Waterbury (Connecticut) Republican

The Great Morning Newspaper of Waterbury

Circulation of the daily 8,866

Circulation of the Sunday 8,000

Examined by A. A. A.

There is no circulation as big in Waterbury, so there is no paper in Waterbury which gives advertisers the value the Republican gives.

The main thoroughfare to business success in Waterbury is the Republican.

This is one of the finest of the Nutmeg State's beautiful cities. The skill of the Waterbury mechanics has made it a proverb that they can make anything that mortal man can make from brass or copper; and among the principal industries are pins, watches, clocks and machinery.

These industries pay high wages, so the employees are quite comfortable, have enough to live on decently and a savings account, the aggregate of which would startle you.

JULIUS MATHEWS, Representative

NEW ENGLAND!

The GAZETTE

by canvass has been shown to be read in about every newspaper-reading home worth reaching in

Northampton Mass.

It is an able local daily—a most efficient advertising medium. The community in which it circulates is prosperous and responsive to appeals made by advertising.

The Northampton Gazette offers the best medium by which advertisers can reach the people of this city and nearby suburban territory.

Large city papers merely scratch the surface. To create sales in Northampton the Gazette is absolutely necessary.

Northampton, Mass., is the seat of great educational institutions, including Smith College. It is an important manufacturing centre for varied industries—employing good grade of labor, at good wages.

JULIUS MATHEWS, Representative

talishment of other mail-order houses because of the position they hold in the trade. They can keep other mail-order houses from buying as cheaply as they can buy. They are already maintaining their own sources of supply. Everything strengthens them. The parcel post has helped the mail-order houses. The business of one Chicago house has increased from 42,000 packages to 75,000 packages. If they can send out their catalogues by parcel post—catalogues on which they are now paying from 22 to 26 cents each—they will save \$1,500,000 to \$2,000,000 on the matter of postage alone. If the retail merchant is in a position to buy his merchandise at something near the same price that the large mail-order houses are buying their goods for, we will find the competition proposition easier. It is the discrimination in prices at the source which is working our trouble.

"We are unable to meet the guarantees of the mail-order house. For instance, the mail-order houses will give you a guarantee in their catalogue on paint something like this: 'We guarantee this paint to be the highest grade, ready-mixed paint, regardless of price, and guarantee it to wear longer, with equal climatic conditions. We guarantee that this paint at the end of seven years will look better than any other paint at the end of two years. We guarantee it to be superior to any other paint made regardless of price, and that it will cover double surface and last twice as long as any other paint made.' This particular paint was analyzed by the Government agricultural experiment station of North Dakota, and the analysis showed that 24 per cent of the fluid portion of that paint was nothing but water. The retailer who has his customers right in his own little town and talks to them day after day has got to tell the truth about his goods. The hardware merchants of this country are not down and out by any means, but we can see the way things are tending. Our in-

terest is in the small towns; we do not want to see them put off the map."

L. R. Putnam, retail dealer in lumber and builders' supplies of Fayetteville, Ark., said: "I hold in my hand a paper which is said to have a circulation of over 2,000,000 copies a week. I believe in that paper. In this copy of the paper which I have here is an advertisement which shows a picture of a 'strong door' for 77 cents. I happen to be in the business of making doors and I know that advertiser cannot save a man 50 per cent on his doors. I wrote to the publisher, and called his attention to this advertisement and told him that it was a misrepresentation and I had understood he censored advertisements closer than that. I told him I thought a man had to make good with the stuff he advertised in his journals, or he would not publish his advertisements. He did not answer that first letter, but I sent another letter. Finally I got a nice letter from the Western manager of the publishing company. He started in to brand me as an association man, and charged that we had gotten together and made up that letter and sent it to them. I went back at him in a fair way, and after that he and I passed several letters. Since that time this advertisement has not appeared in this weekly."

Resale price-maintenance was attacked by William J. Shroder, of Cincinnati, when he appeared before the Judiciary Committee on March 12 as the representative of John D. Park & Sons Co. He said in part: "Undue cost of distribution is one of the causes of the high cost of living. Resale price-maintenance will, if not increase, at least prevent a reduction in the cost of distribution. My opinion is that it will increase the cost of distribution. Resale price-maintenance reduces all merchants to a common plane—the plane of automatons. The proprietor of trade-marked articles bases his claim for the economic need of resale price-maintenance partially upon his alleged rights and partly upon his alleged

NEW ENGLAND!

Salem (Mass.) News

The circulation of the Salem News—19,650—is a marvel to newspaper men and advertisers, as they do not seem to understand that while Salem has a population of but 46,570 there is a shopping population of 150,000, a territory that the News covers, and covers well!

Salem, Boxford, Topsfield, Middleton, Peabody, Danvers, Rowley, Ipswich, Hamilton, Wenham, Essex, Manchester, Beverly and Marblehead are served and served well by the News.

There are eighty-eight industrial establishments in Salem, thirty-eight in Beverly, twenty in Danvers, sixty in Peabody, seven in Rowley and twenty-two in Marblehead—a total of Two Hundred and Thirty-five in the News' territory.

Salem and its suburbs are good market places and the News is the great advertising medium to move the goods.

JULIUS MATHEWS, Representative

NEW ENGLAND!

North Adams (Mass.) Transcript

The circulation of the Transcript is 6,567, and the circulation books are always open to any advertiser or advertising agent. Examined by A.A.A.

For a generation or more the Transcript has occupied first place in the newspaper field in North Adams. It carries a greater volume of business than any other daily, and from a news, editorial and mechanical standpoint there is not a good second.

North Adams, "the gem of the Berkshires," has 22,000 population, and it is the centre of many small towns and villages which bring the shopping population up to 50,000.

In and near the city are vast manufacturing enterprises, including the largest and second largest print works in this country; cotton mills, woolen mills, paper mills, shoe shops and other industries that keep thousands of people employed at good average wages. Beyond the immediate suburbs are beautiful farm lands and prosperous farmers.

JULIUS MATHEWS, Representative

NEW ENGLAND!**Lawrence**
(Mass.)
Telegram

The Lawrence Telegram is the recognized leading paper of this great manufacturing city. The Telegram carries the greatest volume of advertising, both local and foreign, due to the excellence of results given to advertisers.

The Telegram continues to hold the best and largest circulation—9,303—keeps its records in conformance with system installed by the A.A.A., and will open its books and records to any interested person at any time.

The Lawrence Telegram as a newspaper has tons of merit over any other local daily paper. This is not a graceful metaphor but a fact!

The population of Lawrence is 85,892, and the Telegram, in addition to Lawrence, well covers the suburbs, which include Andover, North Andover and Methuen. These suburbs bring the shopping population to beyond the 115,000 mark.

Here is a combination of a good field to cover and a good daily to advertise in.

JULIUS MATHEWS, Representative

NEW ENGLAND!**Fitchburg**
Mass.

Diversified Industries employing skilled labor

122 Establishments
employing 8,497 wage earners; value of product

\$23,252,000.00

Two Savings Banks with 31,217 depositors have deposits of \$14,992,169.01.

Two Co-operative Banks with 5,187 depositors have deposits of \$2,737,187.24.

One in every eight of the entire population of Fitchburg are shareholders in the co-operative Banks.

THE SENTINEL

for many years, and NOW, indisputably the leading paper of this thrifty community. Largest in circulation, strongest editorially and in news, and carrying the most advertising.

The Sentinel is Fitchburg's paper.
JULIUS MATHEWS, Representative

wrongs. His rights have no recognized existence—the cure for such wrongs as exist is in legislation other than that legalizing resale price-maintenance.

"Under the Stevens bill not only is the public to pay a uniform price, but the quantity discount to dealers is forbidden. This deprives the dealer of any reward for efficiency in distribution and enhances the retained profit of the owner of the trade-mark. William H. Ingersoll tells us that there are one and a quarter million retail merchants and that including their employees and those dependent upon them, approximately 10,000,000 people live upon the profits of the retail merchant. Assuming that there is one earner supporting three non-earners, it follows that there are approximately 16,000,000 earners among that part of the population not supported by the profits of the retail trade, or that each two earners in any gathering are supporting more than one person, in exchange for the privilege of receiving the supplies they may need. This is an evident explanation of the increased cost of distribution as a contributing cause to the high cost of living and despite this you are urged to make a radical change in commercial usage by maintaining the inefficient merchant at the expense of the public in an occupation where his inefficiency should bar him, at the same time depriving the public of the benefits it should receive from the competitive merchandising of the efficient.

"There are forces now at work whose natural effect will be to reduce the cost of distribution. While co-operative purchasing by the consumer except as practised in the larger universities, has not been successfully developed in America, progressive distributors have developed commercial machinery to reduce the cost of distribution. John D. Park & Sons Company are wholesale druggists at Cincinnati. For 40 years they have conducted their business upon the basis of co-operation between the retail dealer and the wholesale dealer. Their proposition has been this: It costs the wholesale deal-

er from 6 to 8 per cent to keep traveling salesmen on the road. If the retail dealer will mail his orders, this expense can be saved. The John D. Park & Sons Company have continuously (save only when they were unable to obtain the merchandise) sold all merchandise—advertised and unadvertised, proprietary, trade-marked and anonymous—at 6 per cent less than list prices. Resale price-maintenance would prevent this method of doing business.

"The Kroger Grocery Company is a chain-store unit of 200 groceries. Thirty years ago B. H. Kroger began business with a capital of \$372. The cost of extending credit, of calling for orders, and of frequent deliveries increases the expenses of merchandising almost 100 per cent. Let those customers who do not demand this service receive the benefit of the saving. His stores are cash stores. The Kroger stores sell all merchandise, every day in the year, at less than regular prices. Resale price-maintenance would stop this.

"The Dow stores are a chain of 10 drug stores in Cincinnati. Miss Dow, their proprietor, believes in giving the consumer the advantage of her quantity prices. The Economy Drug Company and the Bruns Bros. Grocery Company are companies whose stock is owned by the independent retail dealers in Cincinnati and its surrounding territory. Their cost of doing business is 5 per cent. They buy at wholesale in quantities and sell to their stockholders at 5 per cent over cost. The retail dealer saves approximately 10 per cent on his purchases, part of which is given to the consumer. The Economy Drug Company advertises co-operatively for all of its customers. The retail stores sell at less than list prices. Resale price-maintenance would stop this. The American Druggists' Syndicate is a national organization whose stock is owned by retail dealers. Resale price-maintenance would stop its wholesale dealing but would potentially make of it a powerful extortionist in goods of its own manufacture, since under the resale

NEW ENGLAND!

RUTLAND (VT.) NEWS

In Rutland, the marble city, business is always good. The marble workers get good wages, get them regularly, so life moves along like one glad song. These workmen, their families and those in the prosperous farming sections adjoining Rutland read the Evening News, as it is the only evening paper in the field.

Up here in the country everyone is at work bright and early, so the evening time is devoted to reading the newspapers. The people like the News because it gives them, through the Associated Press, the doings of the world, and because its staff of local men cover Rutland and vicinity to the hour of going to press.

The Rutland News has a circulation of 3,445. Rutland has a population of 14,500. Rutland has a bevy of live, thriving, up-to-date local merchants—and the NEWS is their popular paper!

JULIUS MATHEWS, Representative

NEW ENGLAND!

ST. ALBANS (Vt.) MESSENGER

St. Albans and its two neighboring towns that shop in our commercial zone, Swanton and St. Albans Bay, have 12,000 population. The railroad gives a special rate once a week to those desiring to shop in St. Albans, so the retailer draws his profit from 20,000 people on that day.

The "Messenger" has all the features of a big city daily, Associated Press, well-trained reporters and correspondents in all towns in northern Vermont, so it is a newsy paper much sought after and with profitable returns to advertisers. It has been examined by the A. A. A., so its circulation, 3,099, is worth while.

St. Albans is the shopping center of this section and the Messenger is "Northern Vermont's Premier Daily!"

JULIUS MATHEWS, Representative

Business is Good IN Barre, Vermont

There are no idle men in Barre because it has the best

Granite

in the United States and the demand for it grows steadily. So also does the circulation of Barre's only paper

The Barre Daily Times

Circulation, 6500 daily

Foster's Daily Democrat Dover, N. H. Established in 1873

LEADING DAILY NEWS- PAPER in Southern New Hampshire

Only Paper Thoroughly
Covering a Section Con-
taining Over 30,000 In-
habitants.

Member of Associated Press

price-maintenance system the slight check of the dealers upon the independent proprietor would be eliminated. Resale price-maintenance would check co-operative merchandising and would crystallize the present uneconomic system of distributing.

"What is the effect of advertising? Its primary effect is to create the impression that the advertised article is worth the advertised price. This is the fundamental basis of the advertiser's claim to special legislation, but is it worth the price? It may or may not be. Such figures as are available indicate a spread of 200 to 500 per cent between the cost of production and the advertised price. In some instances this difference is greater, in a few instances somewhat less. The consumer pays for the advertising.

"The next effect of good advertising is to withdraw the article advertised from the influences of the laws of supply and demand. 'Under the spell of advertising this law does not function.' To the extent that this is so, the advertiser is unrestrained by the competition of kindred merchandise. He enjoys a partial monopoly. He should not be permitted to complete this monopoly by resale price-maintenance.

"The third effect of price advertising is to raise the price of kindred advertised and unadvertised articles. This is so well recognized that advertising proprietors have been known to market two articles of equal quality under different names—one price advertised, the other not. The same dealer carries both and is able to satisfy the wants of the economical buyer, receiving a higher price for the unadvertised article than would have been possible had not the advertised article set the price. The evidence before the committee shows that price advertising leads to standardization of price.

"The proprietor claims necessity for resale price-maintenance legislation because of alleged wrongs perpetrated under the present system. He claims to be wronged: First, by the advertising of his products at competitive prices for

the purpose of attracting trade to other goods; second, by other dealers preferring to sell other goods at better profits than meet competition in the advertised goods; third, by the necessity thus forced upon the manufacturer of reducing his price to dealers or of losing part of his trade. If the foregoing results are brought about through fair merchandising the proprietor has no cause for complaint. If price-advertising renders the proprietor unusually susceptible to competitive selling, his advertising is of his own choosing. If its advantages do not counterbalance its disadvantages, he may stop price-advertising and begin quality-advertising. Many successful proprietors have done so.

"The proprietor charges that the results complained of are produced by false advertising—false either as to the quality of the goods sold, as to the quantity, or as to comparative values. If the complaint is well founded, and it is regrettable that in many cases it is, the remedy should not be sought in resale price-maintenance—a remedy containing more of harm than the original disease—but in stringent laws against false advertising. I am informed that 16 States have such laws. A strengthening of the postal laws with the accompanying 'fraud order' denying the use of the mails is all that would be necessary to protect interstate commerce from trade pirates. It is charged that where advertised articles are cut an overcharge is necessary to compensate. This statement is founded on the premise that every sale must bear the same percentage of overhead and should yield the same percentage of net profit. The premise is false and the conclusion necessarily fails. The general business must bear the general overhead.

"But seasoned goods, perishable goods, those subject to the change of fashion, those in which style as well as manufacturing cost are paid for, yield and should yield much larger profits than goods salable throughout the year and from year to year. These goods

NEW ENGLAND!

Lewiston

(MAINE)

Sun

The twin cities, Lewiston and Auburn, are the industrial heart of Maine, in the midst of the best general farming section of the whole state. The already large Cotton and Shoe manufacturing industries are being greatly increased this year. One of the largest cotton mills in New England is now being completed here, and it is expected that operations in it will begin this year.

The Sun, now in its 22nd year, serves this thriving industrial and farming section, reaching not only the cities of Lewiston and Auburn, but also the country of Androscoggin, Oxford and Franklin counties through the medium of the Rural Free Deliveries on the day of publication, and so has the most complete distribution among the people whose trading center is the twin cities, Lewiston and Auburn.

JULIUS MATHEWS, Representative.

NEW ENGLAND!

BIDDEFORD

(Me.)

JOURNAL

Biddeford manufactures cotton and woolen goods. The hum of the spindle and the clank of the loom have been heard in Biddeford for generations. It is industrious, orderly and prosperous and has a good name among New England cities.

Biddeford has a population exceeding 17,000, with a shopping population of more than 50,000. The Journal is Biddeford's best daily paper, a position it has occupied for a great many years. Its circulation of nearly 3,000 is the largest of any daily newspaper in Biddeford. And the Biddeford Journal is known far and wide as a "Model Local Daily."

Biddeford is a good city to advertise your products in when the "Journal" carries your message.

JULIUS MATHEWS, Representative

NEW ENGLAND!

Bangor

(Maine)

Commercial

"Maine's Best Paper"

Largest circulation in the City of Bangor (Population 25,000) and Largest Circulation in Bangor's immediate trading district, which has population of 75,000.

Bangor is the supply center for the vast forwarding territory of Northern and Eastern Maine, including the famous Aroostook potato-growing section.

The Weekly Commercial Farmer and Villager

with its hundreds of local correspondents in the towns and villages of this great agricultural territory, has over 20,000 net paid circulation in this section.

Combined circulation of the Daily and Weekly "Commercial" is the Largest Circulation of any Daily or Weekly in Maine.

JULIUS MATHEWS, Representative.

NEW ENGLAND!

Augusta (Me.) Journal

The Journal is known locally as the Kennebec Journal, which is the name of the fertile valley in which Augusta, the city of publication, is situated.

The Journal covers the entire Kennebec Valley, as is shown by its circulation of 10,908. While the city has only a population exceeding 13,000, the commercial zone population of Augusta is 75,000.

The Journal has its own editors, local offices and local distribution in Waterville, Hallowell and Gardiner, as well as in Augusta. The Journal covers all the country districts tributary to these cities through Seventy-nine (79) Rural Free Delivery Routes, and in all this territory the Journal is delivered to its readers on the day of publication.

The Journal is a great buy for advertisers.

JULIUS MATHEWS, Representative

should carry overhead in proportion to their profit and not in proportion to their cost; hence the overhead on the staple articles is materially reduced. An unadvertised article of equal quality will cost the dealer less than the advertised article. Must the dealer charge the consumer less for the one than for the other?"

Advertising was the subject of an animated colloquy between members of the Judiciary Committee and Dr. Lee Galloway, of New York University, while the latter was before the committee as the representative of the Fair Trade League.

The debate on advertising was precipitated when Congressman Volstead contended that a \$5 price could never have been obtained for the Gillette safety razor if there had not been some sort of a monopoly at the outset. Dr. Galloway explained that it was "the advertising man" who had the price of the Gillette fixed at \$5 instead of 75 cents, as was originally contemplated, and added: "He studied the market conditions. Would it not have been business suicide for him to have put that razor on the market at \$5 if nobody would buy it at that price? The fact that people would buy it and pay \$5 for it gave him the reason for keeping it at that price, and thousands of men are still willing to do that."

Congressman Nelson: "I think you are mistaken about your assumption. People are not willing to do that. They have to do it."

Dr. Galloway: "Whv?"

Congressman Nelson: "Because it is advertised at \$5, and you can not get it at any other price. A year ago in order to meet some agitation with reference to patents the Gillette people caused to be sent to members of Congress a little razor called the Mark Cross razor, and that safety razor with two blades was sold for 25 cents, and that razor is equal to the Gillette as they pointed out. Why is it that you can not get that razor anywhere in the market? It is because the retailer can make so little out of it that he does not care to push that, but

he pushes the \$5 razor and makes many times the profit he can make out of the 25-cent razor. The Gillette razor is advertised because they make such enormous profits out of it."

Dr. Galloway: "The thing you have stated is true, but the result obtained has been through advertising; and if you wish to put it as between the man who has little money to spend and the man who has millions to spend then it will always, so far as advertising is concerned, be that the influence is going with the man who puts the most economic energy into the product."

Congressman Nelson: "But what has advertising put into an article in the way of advantage to the consumer? You are arguing for a right that follows advertising."

Dr. Galloway: "Yes."

Congressman Nelson: "What is the principle back of that that should give a man the right to get more out of the people because he has advertised?"

Dr. Galloway: "If you wish me to state what is the economic importance of advertising which is involved in that, I would say that by advertising and spending millions of dollars, which the razor people did in advertising their products, they advertised not only a special brand, but they advertised the desirability of shaving, and the necessity of shaving, and if you put that in connection with soap, where we could, perhaps, see a little closer analogy between the personal hygiene than you get with the razor, it has advertised all the things which come from the benefit of using a razor and using soap.

"Gillette can not get \$5 for his product unless the people want it and will pay that for it. He advertises the quality of his razor, safety, and the social prestige that goes with the particular razor."

Congressman Nelson: "Is not this your assumption, that if by advertising extensively you can gull the people into paying more for a thing than it is really

NEW ENGLAND!

BATH (ME.) TIMES

Bath was famous when some of her sister New England cities were in swaddling clothes.

It is the greatest wooden ship building port on the Atlantic Seaboard, and in addition to this there are numerous allied industries. In these industries the employees are almost wholly English-speaking workmen whose skill brings them high wages.

Bath is a thrifty community with a population of very nearly 10,000 and with suburbs of half as much again.

Bath is beautifully situated on the Kennebec River, and is the centre of a large summer vacationists' business, which leaves a large amount of money in the tills of the merchants.

The Bath Times is the Only Daily in the county. Every one here reads it, so it is a mighty good advertising medium.

JULIUS MATHEWS, Representative

Advertise in the Lynn Mass. Telegram

*Essex County
Leading Daily*

**Guaranteed Government
Sworn Circulation**

Daily 12,572 net

Get in with a live one

Daily one-cent--Sunday two-cents

The Chicago Record-Herald has the second largest circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the first eight morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of the Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

THE CHICAGO RECORD-HERALD

A FLAT RATE A REASONABLE RATE

What more could be asked of the best paper in any city? South Eastern Massachusetts is densely populated by intelligent, reading, prosperous people. It pays to reach them. Why not use the newspaper most able to help your trade? Published in the Great Shoe City of the World
—The

Brockton Enterprise

Established 1880



EVENINGS **FLAT RATE**
35 CENTS PER INCH
Circulation 14,000 Population 80,000

worth—and surely the Gillette razor is not worth the relative proportion between the cost of it and the cost of the Mark Cross razor, because, as a matter of fact, I prefer the Mark Cross razor in many ways. The whole argument is founded upon the fact that you can gull the people by advertising, into paying \$5 for an article which is no better than the one you can get for 25 cents, and you want to legalize it."

Dr. Galloway: "I do not want to legalize anything that leads to skullduggery."

Congressman Nelson: "You are talking about advertising. Can I not go out as a candidate for Congress, with a bad record, and fool the people into believing that I am a No. 1 Congressman, and it is all based upon advertising, and just because I advertised extensively, therefore it is right. That seems to be the logic of your argument."

Dr. Galloway: "No."

Congressman Nelson: "Then please tell me what it is. What is the basis of the right that is back of advertising."

Dr. Galloway: "The basis of advertising rests upon gaining a wider distribution of goods. Advertising, like all business relations, involves opportunities and foresight and consideration, as well as other things. A man who has an article and does not advertise it deprives the community of a desirable commodity."

Congressman Volstead: "Does not your theory amount to this, that a man who advertises is entitled to a certain amount of protection and ought not to be compelled to compete? Is it not true that while a man is doing that advertising he is getting from the public, in the larger sale, all the legitimate profit which he is entitled to?"

Congressman Webb: "And making the public pay for the advertising, too."

Dr. Galloway: "Why should you not pay for the advertising?"

Congressman Volstead: "I am objecting to the idea that you insist upon, that we should protect him in his advertising. I do

not see why a man who advertises should stand upon a better footing than the man who does not advertise. If he is willing to put his money into advertising, with the expectation of getting a return, that is good and well. You insist that we should protect that advertising. What morality is there back of that sort of a proposition?"

Dr. Galloway: "Based upon public expediency, that it is a good thing to advertise."

Congressman Nelson: "A good thing for whom?"

Dr. Galloway: "For the public."

Congressman Nelson: "A good thing for the advertiser."

Dr. Galloway: "Advertising is a legitimate, a desirable, and an economic thing. It is highly expedient for the public that we permit and encourage advertising, but we should discourage rotten advertising. We should have some method whereby we can control the comparison of prices that are false. That is the only question that involves this broad test of advertising except that you must assume that advertising is an economic necessity."

SHOULD DISCOURAGE BAD ADVERTISING

Congressman Nelson: "Then you would have us not only protect advertising, but you would have Congress, by law, or by creating some kind of a commission to pass upon the matter, discriminate between the degrees of falsehood in advertising?"

Dr. Galloway: "I would not be surprised but that at some time we will have to come to that."

Congressman Taggart, of Kansas, has filed with the Judiciary Committee a number of papers designed to disclose the business methods of the Western Newspaper Union which concern he criticises as "a gigantic monopoly." The advertising factor in the "patent inside" business is touched upon, the member from Kansas stating in his introductory remarks: "Advertisements are obtained for which high rates are charged, on account of the great number of people who receive them."

100,000 Boys—Waiting to Hear Your Story!



STRONG, vigorous young citizens—know what they want and get it. Why don't you sell them your product? Advertise it in

The Boys' Magazine

It's a medium worth while. Will move your goods out of factory and warehouse in quick time.

50c a line. 45c a line for $\frac{1}{2}$ page or more.
THE SCOTT F. REDFIELD COMPANY
 Publishers Smethport, Pa.
 Western Representative, Jas. A. Buchanan
 1515 Marquette Bldg., Chicago, Ill.

A Manufacturer of Electrical Appliances

in Racine, Wis., writes:

"We have enjoyed mighty fine results from our advertising in your publication. Judging from the inquiries received, it is evident that your paper reaches a very intelligent class of people who have money to spend for an article of merit."

PHYSICAL CULTURE

makes its appeal only to intelligent, serious-minded, thinking people. The very nature of the magazine and its editorial characteristics preclude its being read by any other class.

New York Office: 1 Madison Avenue
 O. J. ELDER, Manager
 Chicago Office: People's Gas Building
 W. J. Macdonald, Manager

The Steadiest Growing Magazine Advertising Section in America

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER, Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOW, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30. quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, APRIL 2, 1914

"Swiping" of Advertising Designs Earnest Elm o
Calkins, of Calkins & Holden,
New York, is anxious to have
something done to stop the stealing
of advertisers' designs, which is commonly termed "swiping." The prevalence of this form of
petty larceny as reported by Mr. Calkins, will come as a shock to most of our readers, and his suggestion that the Associated Advertising Clubs take up the subject may well be worth careful consideration. Mr. Calkins writes to PRINTERS' INK:

"From my own observation, designs originating in this office and paid for by our clients are stolen and used for unauthorized advertising at the rate of at least a dozen a month. There are probably a great many more that we do not see. This thing produces a state of wrath in the minds of our customers almost impossible to describe, the fact that they are so helpless in the matter aggravating the case.

"It is impossible to copyright designs which are to be quickly

used, as the red tape necessary makes the delay so great that the thing is all over before the copyright can be secured.

"More than that, I think this is a question for public opinion rather than law. Do you not think the Associated Advertising Clubs should express themselves upon this, and then follow up and express locally disapproval of these methods?

"Advertising work ought to be protected, just as any other product is protected. It is always the good stuff that is stolen—not the bad stuff—that we would like to use elsewhere, and which frequently has to be scrapped because of its appropriation by some unscrupulous advertiser, or by some unscrupulous engraver or printer who deceives his customer into the belief that the design is original."

A dozen "swipes" a month from the work of a single agent indicate that the problem is not altogether insignificant. Mr. Calkins submits with his letter the details of two recent cases which on the face of them appear inexcusable, and his suggestion that such matters be taken up by the local ad clubs seems entirely reasonable.

In fact, the local ad clubs seem to be the only organizations which can do it safely and effectively. PRINTERS' INK and its contemporaries cannot do it. They can refuse to accept copy which embodies stolen designs, but the danger of libel is so great as to render any publicity purely negative. Calling a man a thief in print is inviting a damage suit, and some of the most apparently outrageous "swipes" are entirely innocent as far as the advertiser is concerned. He may have purchased the design from the actual thief, in the belief that it was original, or he may have received permission to use it direct from the owner. A publication which attempted to conduct a crusade against "swipes" without exhaustive investigation would be continually inviting trouble for itself, and would do grave injustice to many innocent advertisers.

Local investigation is necessary, because the actual conditions must be ascertained in every case. This seems to be a quite proper field of activity for a "welfare committee," either subordinate to the vigilance work or independent of it. As Mr. Calkins says, this is a question for public opinion rather than for legal procedure.

Making Price Concessions Unnecessary

The announcement by so prominent a concern as the Welch Grape Juice Company that it has discontinued the practice of giving quantity prices calls attention once more to what may prove the breaking up of an established custom. The sliding scale of prices according to the quantity of goods purchased at one time has been thought as firmly entrenched as the garrisons of Gibraltar. Time was when the "free deal" seemed almost as impregnable. But there are already several very large breaches in the quantity-price wall, while the "free deal" finds itself without any very vigorous defenders. There are plenty to excuse it, but few indeed care to come out into the open and fight for it, as the testimony of manufacturers regarding the Stevens bill, quoted elsewhere in this issue, witnesses.

A certain soap manufacturer has just come through an experience with the "free deal" which has convinced him for all time of the value of a stable price. Some time ago he wanted to introduce a new brand, and in order to get quick distribution he gave to all purchasers generous "deals" of his older and better established brands. As a result the trade was so overstocked with those brands at almost no price at all that for a long time it was possible for wholesalers to buy the goods from retailers cheaper than the manufacturer could sell them. In fact, the manufacturer had to mark time for two years until the market absorbed the surplus. The goods he had given away he paid dearly for in the end.

Of course we do not mean to imply that quantity prices and "free

deals" are the same thing, or that either of them are necessarily vicious in themselves. Under the conditions of trade which existed prior to the development of national advertising, the purchaser of goods in large quantities rendered a distinct service to the manufacturer which the latter could repay in no other way than by a concession in the price or a presentation of extra goods. Since the advent of national advertising, however, with all that it has accomplished in the direction of establishing known values for known goods, a better use is found for the money saved in the cost of distribution.

PRINTERS' INK for January 22 contained a number of articles by leading advertisers, showing how advertising had enabled them to reduce the prices of their goods without sacrificing quality, or to increase the quality without raising the price. That is the point exactly. A price concession to the large buyer is instantly absorbed. It does not make it easier for even the favored buyer to resell the goods. But the same money spent in advertising *does* make it easier for dealers to sell the goods. It directly promotes purchases in large quantities, which in turn means still greater economy in distribution and more money for advertising.

Overstocking the Dealer

In the good old days before trade-marked goods acquired a known value, the more goods a manufacturer could sell to a dealer the better he was satisfied. There is to-day, however, a pretty general understanding that overstocking dealers has a certain effect upon the public appreciation of values, because it leads to price-cutting, followed by a decrease in the dealers' profits and a consequent unfriendliness towards the goods.

The process was well illustrated by Edward M. Hagar, president of the Universal Portland Cement Company, Chicago, in an address before the National Builders' Supply Association, February 18.

The situation in the cement industry, as described by Mr. Hagar, is quite simple, and is paralleled in most other lines of business, even though the contributing factors may not be quite so distinctly visible.

The cement industry, it seems, is just emerging from a period during which the element of speculation played an important part. Mr. Hagar said that for the first time in 15 years the price of Portland cement remained practically stable during 1913. In the past it has been the practice of dealers to stock cement in anticipation of a rising market—the price fluctuating sometimes to the extent of a dollar a barrel. Now that the demand for cement construction has steadied so that more stable prices may be expected, the cement manufacturer is facing the problem of insuring reasonable profits to the dealers who handle cement.

The evil of overstocking is specifically recognized by Mr. Hagar in his discussion of the "padding" of contracts. Dealers are accustomed to order from the manufacturer supplies of cement for jobs actually under construction, and they frequently order more than is needed for the particular contract, in the hope that the price will rise a cent or two and they will be able to undersell competitors. The result is a demoralization which reacts unfavorably upon the dealers and upon the cement industry as a whole.

The temptation to overstock may not be so strong in lines where prices do not fluctuate, but the results of overstocking are different only in degree, not in kind. More than one manufacturer is quite convinced that it is as dangerous to sell a dealer too much as not to sell him enough.

We note that *A Suggestion to the Box-Makers* convention of the National Association of Box Manufacturers adopted the commission form of administration in place of the time-honored form of government by committees. The wooden-box manufacturers

are facing a troublesome situation because of the growing use of substitutes for wooden packages, and what they consider discriminatory rates charged by carriers for the transportation of goods packed in wood. Furthermore there is the pressing problem of a standardization of packages used in interstate commerce. It is to deal with those matters that the association has appointed a commission of seven, and has tripled its dues.

It is announced that the new schedule of dues will provide a fund of \$30,000 a year with the present membership, which is to be spent—how? In establishing a traffic bureau and employing an assistant manager to travel over the country securing new members for the association. Both praiseworthy objects, but if the association will permit a suggestion from a rank outsider, we would remind it that the makers of substitutes for wooden packages are advertising every day to the users of the goods its members make. Doubtless there are advantages possessed by wooden boxes over those made from corrugated board and the like, but we don't know what they are, simply because we have never been told.

Why not devote a little of that \$30,000 to telling us? If the association is so alive to its necessities that it can take a radical step in reorganization and at the same time triple its dues, it can surely see the advisability of making known the advantages of its product. If the carriers' rates are discriminatory, the surest way to get them changed is through the shippers themselves; by teaching them why they ought to use wooden boxes. Convince them of that, and they may be trusted to look out for their own interests in the matter of rates.

As the matter stands, every page ad for a substitute package is driving in still harder the notion that wooden boxes are obsolete. If advertising can do so much for the corrugated board people as to bring about a "crisis" in the wooden-box field, it certainly can do something for the latter.

Advertising Hastens Failure The Same as Advertising Hastens Success

If you are producing a satisfactory article from the standpoint of price and quality, you can greatly increase the sale of it by advertising.

If the article is not meritorious, it will only hasten failure by advertising.

The force of advertising, applied to success or failure, is equally strong.

We are desirous of working with manufacturers who produce meritorious merchandise.

We can help hasten success.

H. E. Lesan Advertising Agency, Inc.

Four-forty Fourth Avenue, New York City
Old Colony Building, Chicago

Policies of Shoe Manufacturers

(Continued from page 13) that they look like so much sheet-iron.

"This feature is sometimes hard to get away from, because often the drawing and cut will be all right, but when used for newspaper work it loses its original softness. For this reason we studiously avoid stippled drawings, and in newspaper work prefer the outline shoe, except when showing patent leathers, which we make solid black, with white highlights."

There seems to be a general feeling among the different advertising managers interviewed that the time has come when it is wise to cut down on the material being furnished dealers and put the money to better advertising use. W. G. Dennison, of Rice & Hutchins, was particularly emphatic on this point. He said: "To give you an idea of what dealers are coming to think of this much-talked-of 'co-operation,' I recently sent out 18,000 letters asking dealers if they desired us to furnish them with advance proofs of our advertising. Only four hundred out of the whole lot took enough interest to even answer my letter."

TROUBLE GETTING CIRCULARS READ

Several of the advertising managers complained of the constantly decreasing effectiveness of circularizing. In one case the Regal Shoe Company found it wise to get up expensive wall hangers, printed in colors and sent out in mailing tubes, in order to give the circular sufficient distinctiveness to insure reading by persons picked from the New York Blue Book, at the time of opening its new store.

On the other hand the Douglas Shoe Company finds that for keeping its dealers ginned up, circulars come in quite handy, and a multigraph department is kept busy turning them out. Mr. Erskine says he believes letters and occasional circulars are more ef-

fective than a house-organ for working with the dealer, provided the dealer already carries your shoes. If it is a case of getting in a new dealer, he finds the plan of sending a trunk of samples, with instructions for forwarding to the next dealer until it completes the circuit, the best "circularizing."

Another "stunt" that the Douglas people have worked is in getting out their catalogue in a big size. This they claim enables packing it in shipments of shoes without any danger of its becoming lost, saves cost of paper and folding, and makes possible a more effective display on the page.

PRESENT ADVERTISING PLANS

Present activities among New England shoe manufacturers indicate that this year will be bigger than ever. The Thomas G. Plant Company is using the newspapers to advertise "Queen Quality Shoes" in 130 cities. The opening ad features the magnitude of the plant output and lists all the dealers in the State—a departure to take care of the large out-of-town circulation of many of the papers. This ad is followed by others at weekly intervals.

The W. L. Douglas Shoe Company will keep to its policy of using the newspapers. The spring plans for this company include ads featuring the \$1,006,279 increase in sales, and proving that unless the Douglas Shoe is right such a growth would not be possible.

The Regal Shoe Company will use 19 magazines exploiting spring styles. The list includes *Collier's*, *Saturday Evening Post*, *Life*, *American*, *Current Opinion*, *Metropolitan*, *Literary Digest*, *Everybody's*, *McClure's*, *Cosmopolitan*, *Munsey's*, *System*, *World's Work*, *Review of Reviews*, *Red Book*, *Outlook*, *Vogue*, *Harper's Basar*, and *Vanity Fair*. Incidentally the old slogan, "A Shoe for a Purpose" has been changed to "A Smart Style for Every Occasion," to bring out the idea of the need of a variety of styles.

Rice & Hutchins plan newspa-



TURN TELEPHONE TRADE YOUR WAY

To reach **600,000** New York City buyers for five months, and
200,000 suburban buyers for a year;

To place your advertisement in a book that is consulted more
than **2,000,000** times a day in New York City alone;

To build up a profitable telephone order demand for your product

Use the New York City Telephone Directory

**ADVERTISING FORMS FOR THE
BIG ISSUE CLOSE MAY 1ST.
LET'S TALK IT OVER EARLY !**

New York Telephone Company

Directory Advertising Department
Telephone Cortlandt 12,000
25 Dey Street New York



THIS MAN!

has the full confidence of **TWO MILLION** farmers. He is the national president of the Farmers' Union of America, and editor-in-chief of their official organ, the **NATIONAL FIELD**. He states: "Any legitimate advertising proposition that appeals to farmers will pay in the **NATIONAL FIELD**, and we will not publish any other kind."

All subscriptions are secured without any premium inducement and each subscription is for one full year at \$1. The **NATIONAL FIELD** is issued weekly, and guarantees 74,579 paid circulation. Flat rate, 30c per line. Its readers are practical farmers of the West and South and have pledged this, their official organ, their support. Write for "The Letters in Evidence" and any desired information—today.

IRVING BURDETTE *The* ATLANTA
BUSINESS MANAGER **National Field** GEORGIA

per work in addition to their regular magazine advertising, concentrating in the cities where they have distributing houses. The newspaper campaign will take the form of a three months' campaign in spring, and another in the fall.

The McElwain policy calls for a continuance of the sectional newspaper advertising which this concern has been doing for the past few years, the efforts this spring being devoted to the Western territory. A series of newspaper ads will be used playing up the output and familiarizing the public with the McElwain trademark. For this work the *Denver Post*, *Omaha News*, *Phoenix Gazette*, *Sioux Falls Argus Leader*, *Albuquerque Journal*, *Butte Miner*, *Salt Lake City Herald Republican* and *Cheyenne Star Leader* will be used.

The Walkover people will make good use of the subway and street cars in the larger cities, running cards picturing their growth, and featuring "Walkover styles." They also plan to increase their direct advertising efforts. E. W. Burt & Co. are testing out several outdoor plans in home territory, preparatory to aggressive work wherever they have stores.

In view of this activity it would not be surprising if the present year would see an even greater influx of wealth into New England. It looks as though the figure of \$293,000,000 which the last census shows as representing the output of the New England shoe factories will be left far behind, and the dividends on the \$111,258,642 said to be invested in New England shoe and leather establishments will be greater than ever.

"Initialed Boxes" to Pull Trial Orders

On Nobility Chocolates, the Loose-Wiles Company, Boston, is offering to send a box marked with any three initials in gold on receipt of full retail price.

Byron Gregory Moon, who recently resigned as advertising manager of the United Shirt & Collar Company, of Troy, N. Y., will open a service agency.

Chain Store Competition Feared in Drug Trade

It is said that the American Drugist Syndicate, known among the drug trade as the A.D.S., is opening a drug-store under the name of the Grey Drug Company on Forty-third Street and Broadway, New York. The A.D.S., which is composed of over 17,000 drugists from all over the country, is a jobber as well as a manufacturer. It manufactures a complete line of proprietaries and pharmaceuticals.

The members are wondering how to take the new venture of the A.D.S. because they fear that with the success of this store (which is the second A.D.S. store) the syndicate will start a series of chain stores. The same state of affairs now exists among the members of the United Drug Company who carry the Rexall line. With the success of the first Liggett store more are being constantly opened, and as a result the trade which the small member has worked hard to build up is now being pulled away from him through the aggressive Liggett policy.

On its part the A.D.S. asserts that the new store is not a chain store, but is opened simply to get representation on Forty-third Street.

Endorsements from Near-Competitors

As further proof that the manufacturers of electric automobiles have gotten away from the idea that they are competing with the makers of gasoline cars, the Anderson Electric Car Company, Detroit, features the names of prominent gasoline car makers who use Detroit Electrics. The list is run in general mediums, and includes Henry Ford, Henry B. Joy, president, Packard Motor Car Company; Wilfred C. Leland, secretary and treasurer, Cadillac Motor Car Company; Lee Counselman, secretary and treasurer, Chalmers Motor Company; J. Frank Duryea, vice-president, Stevens-Duryea Automobile Company; Howard Marmon, president, Nordyke & Marmon Company; J. Walter Drake, president, Hupmobile Motor Car Company, and Gilbert W. Lee, of the Lozier Motor Company.

Sampling Through Customers
The Mentholatum Company, Wichita, Kansas, is securing distribution for its samples by inclosing addressed post-cards inside the carton containing the jar of Mentholatum. The card reads: "Do you want samples for your friends? If you do, sign and send this card and we will mail you three sample boxes to give to your friends."

Jobber Campaign to Retailers

The Carter Dry Goods Company, jobbers, of Louisville, Ky., has begun a newspaper campaign direct to retailers. Small space is being used, but the results thus far have been good. The ads have been run in a series under the caption "Carter's Message on Wholesale Dry Goods Selling."

Let us help you get greatest Multigraph efficiency

You've invested real money in a Multigraph Machine. You can make that investment profitable to the very last penny by using O. K. attachments which insure the most perfect results it is possible to obtain on the Multigraph.

O. K. EVEN PRINT eliminates the heavy "imitation typewriting" look that is *always* found in short lines under ordinary conditions—Price \$25.00.

O. K. VERTICAL RULE gives complete unbroken vertical lines of any length—quickly inserted at any stage of the work. Handled in one-fifth of the time required by the old method. Sample, \$1.00.

O. K. SINGLE-SPACE UNDERSCORE enables you to underline one or more characters or complete lines without having to double-space the work. Price \$3.00 per set.

O. K. MAGNITYPE GLASS magnifies type three times. Saves time and eliminates strain on the eyes. Minimizes the typographical errors which so easily occur and which spoil the effectiveness of your follow-up matter. Price \$2.00.

Write TODAY for full information on all these O. K. appliances for efficiency on the Multigraph.

O. K. MULTIGRAPHING COMPANY
8th FLOOR, BETZ BUILDING, PHILADELPHIA

"Why not *O. K.* your copy?"

EAMCO

"SANISMOKE" CIGAR and CIGARETTE HOLDERS

The Newest, Coolest, Most Practical and the ONLY ABSOLUTELY SANITARY Smoke Holder ever introduced.

Made of Egyptian Amber, decorated with Sterling Silver. Absolutely Sanitary; just clean in hot water. A little cotton in the barrel makes you Nicotine-Proof.

"Cools the Smoke and
Safeguards the Smoker"

Carried in stock Pattern No. 45 as illustrated, or to order with your own initials Pattern No. 35.

Either style, \$50 by Parcel Post Prepaid

Send a dollar bill for a set with our guarantee of perfect goods or your money back.

EAMCO DEPOSIT WORKS
303-305 Fifth Avenue New York City
Factories, Trenton, N. J.

N. B.—The qualities of this article as an advertising novelty for thousands of purposes are unlimited. We should be pleased to supply further information on this point upon request.



The Little Schoolmaster's Classroom

AN interviewer asked a manufacturer the other day, to give him some indication of the size of the concern's output. "I don't mind telling you confidentially," was the reply, "that it is pretty big. But I don't want you to say so in print, so I won't tempt you by giving any figures. The sale of our product depends to so large an extent upon its delicate quality that we very much prefer that the public should think of us as a small concern. Of course it is possible for us to make a million dollars' worth just as carefully as we would make half or a quarter the quantity, but people don't realize it. So we carefully avoid any suggestion of bragging about our size."

* * *

The Schoolmaster didn't mean to listen, but he couldn't help overhearing the argument between the advertising manager of a magazine and one of his solicitors. "I tell you," said the former, "So-and-so is right. He contracted for a page 'following reading' and we ran our own editorial announcement opposite his ad. He didn't get the position specified, and he is right in refusing to pay for it."

* * *

"I don't agree," said the solicitor who had worked up the account, "Our editorial announcement *is* 'reading'—just as interesting a page as there is in the book. He got the first advertising page in the back of the magazine, which is exactly what he contracted for. He has no kick coming."

* * *

Whether "So-and-so" will eventually pay for his position or not isn't vitally important to readers of this department. But it seems worth while to point out that the place to settle such disputes—by avoiding them altogether—is in the advertising contract itself. It is much easier to define in the contract what is *not*

considered "pure reading," than it is to fight it out after the ad has been run. A clause stating that the ad is to be run "following reading matter, exclusive of publisher's own announcements, book reviews, theatrical reviews or paid readers" might have obviated an unpleasant situation for advertiser and publisher alike.

* * *

Of course what the advertiser wants when he pays for position is a location which will attract as near 100 per cent of the readers as possible. If he judges that publisher's announcements, or book reviews or other features do not represent 100 per cent matter, he can make his bargain accordingly. In the palmy days of the reading-notice there were plenty of contracts which specified at great length the conditions under which insertions would be paid for at the full rate: there are some such contracts still in force. A contract which takes into account the possible contingencies is a court of last resort under all ordinary circumstances, and smooths the path for all concerned.

* * *

The advertising manager of the Wm. H. Hoskins Company, Philadelphia, sends the Schoolmaster a fountain pen ad from a stationers' trade-paper which contains the following claims: "The fastest seller stationers have ever carried.—Pens are outselling all others wherever they have been offered."

"Can it be possible that these are facts? I am sure they are not," says the advertising manager, and he adds: "Even if manufacturers are willing to put out statements of this sort, there ought to be some regulations of what will be accepted and printed by trade publications." A nice "come-back" from a subscriber to the trade-paper and a possible buyer of the fountain pen, isn't it?

Many publications, including PRINTERS' INK, have a standing rule against accepting advertisements which make comparisons detrimental to competitors, whether the competitors are referred to by name or not. The wisdom of such a rule, both from the publisher's standpoint and that of the advertiser, is apparent from such incidents as that quoted above. The Hoskins Company is hardly likely to stock the pens for which such extravagant claims are made, and its respect for the

trade-paper is scarcely enhanced when the latter allows its advertisers to make them through its columns. Of course there are times when such statements elude the vigilance of the most scrupulous publisher, and get into the paper in spite of his earnest desire to keep them out. But a policy of excluding them will make them the exception rather than the rule, and ought to raise any publication in the estimation of its readers. What that will mean to its advertisers needs no demonstration.

It paid the Standard—It will pay you

Not even its bitterest enemy could ever accuse the Standard Oil Company of poor business judgment. When it spends a dollar it is pretty sure of results, and it seems the money it spent with us was no exception. Read this:

STANDARD OIL COMPANY
(INCORPORATED IN NEW JERSEY)
Lubricating Department

BAKER WATERS
MANAGER

Baltimore, Md., September 18, '12.

The Knickerbocker Film Company,
Baltimore, Md.

Attention of Mr. J. L. Davis

Gentlemen:

Referring to the moving picture that you took for us, I beg to say that the work you did was entirely satisfactory, and the reel has been used with good results in advertising Polarine Oil.

We feel that the method of advertising by moving picture is really the most effective medium of getting products before the public's attention, and at a very much less cost than any other method of advertising.

Yours truly,

BAKER WATERS,
Mgr. Lubg. Dept.

We have a booklet giving some valuable pointers about "Sales Demonstrations by Moving Pictures"—You will find it helpful and suggestive. Write us to send you a copy before the matter slips your mind.

KNICKERBOCKER FILM COMPANY,

6 Church St
New York City.

1847 ROGERS BROS.

"Silver Plate that Wears"

Spoons, Forks, Knives, etc., of the highest grade carry the above trade mark.

CROMWELL
PATTERN



Guaranteed by
the largest makers
of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., MERIDEN, CONN.

Successor to Meriden Britannia Co.

NEW YORK

CHICAGO

SAN FRANCISCO



Is the make-up man a humorist? He has never figured on the boards as such to the School-

Immunized Booklets

Since Science discovered a method of inoculating humans against the typhoid bacilli, we discovered a "serum" equally efficient in preventing booklets going to the wastebasket.

But unlike Bacterin-Therapy, our discovery has *positive* as well as negative qualities. We not only save the booklet from the discard to a degree of 90% efficiency, but we insure its life before the eyes of the buyer for 365 days.

And to still further climax a good thing and great, we have provided extraordinary facilities to the extent of making it possible to produce these so-called Immunity-Booklets for less than printers charge for the common article. Besides, our service is Tiffany-like in comparison with what most advertisers are inured to.

Samples and details sent by mail to advertisers contemplating an early edition of booklets—if communications are on business stationery.

THE DANDO COMPANY
14 S. Third St., Philadelphia, Pa.

master's knowledge, but his pranks frequently add to the gaiety of nations. Here is a top of the column ad in a metropolitan daily featuring a recently published novel, directly beneath which, in the same type-face, is the injunction to "Burn the Garbage on the Premises Where It Originates."

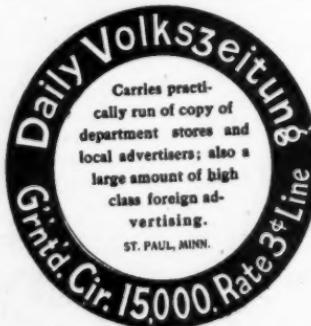
* * *

William C. Freeman, of the New York *Globe*, tells how P. F. Murphy, president of the Mark Cross Company, astonished the real estate man who was helping decide the location for the new Mark Cross store. The real estate man had not realized the part which advertising plays in determining the value of a location. But Mr. Murphy wanted to know how much advertising was done in the territory starting with the Gimbel, Saks and Macy stores, then crossing over Thirty-fourth Street, taking in Rogers Peet, Oppenheim Collins, James McCreery, then going north on Fifth Avenue, starting with McCutcheon, Altman, Best & Co., Joseph Wild, Maillard, Jaeckel, Gunther, Tiffany, Gorham, Bonwit Teller, Franklin Simon, Vantine and Lord & Taylor.

When the total was estimated, it represented about one-eleventh of all the advertising carried in the New York newspapers. "Then," said Mr. Murphy promptly, "we will locate on Fifth Avenue, somewhere between Thirty-fourth and Forty-second Streets."

* * *

The real estate man knows now why he succeeded in locating a Mark Cross store on the Thirty-seventh Street corner of Fifth Avenue, and he doubtless has added a brand new argument to his stock. The value of a location is largely due to the number of the right sort of people who visit it, but the reason they visit it and will continue to do so, can frequently be traced to the advertising which originates there. Furthermore, it is important that the visitors shall be in the shopping mood; not bent upon getting home in a hurry or watching the returns of the ball game.



Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Takes the place of 200 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 125,667

Welch's Substitution Sermon to Dealers

IN a recent issue of *Welch's Magazine*, an article headed "How the 'Just as Good' Argument Works" shows how the consumer, well posted in regard to advertised goods, may make a distinct impression on the unscrupulous clerk and materially affect sales. The following is a suggestive extract:

"We (editorially speaking) were standing near the soda fountain of one of the large drug stores in Cleveland a short time ago awaiting change from a drug purchase.

"A young man entered—he carried a *Saturday Evening Post* in his pocket, in which a Welch ad appeared and of which a glimpse could be seen.

"We heard him ask the dispenser for Welch's, and because of our connection with Welch's we were more attentive to the young man and his purchasing than ordinarily we would have been. After ordering his drink, the dispenser requested that he purchase a check from the cashier and while at the cashier's booth he ordered at the adjoining counter some Colgate tooth paste and shaving cream wrapped for him, stating that he would be back for the package after having his fountain drink.

"He came back to where we still stood and a glass of grape juice awaited him. He sipped the glass, and then politely asked the dispenser, 'Is this Welch's?' The dispenser answered in the affirmative. (We had seen the clerk take from the counter a bottle of Welch's but before he could possibly have had time to unfoil the cap and pull the cork he had a glassful of juice on the fountain bar.)

"The young fellow replied: 'That's strange, we drink Welch's at home a great deal and this does not taste like any I ever had before—it lacks flavor—it's flat. Perhaps it's spoiled. May I see the bottle?'

"The clerk hastily and evasive-

—Steel

—office furniture is becoming more and more popular. Globe-Wernicke gives the ad-man his choice of wood or steel, to match the rest of his office equipment.

A notable example of steel construction—theft-proof and fire-resistant, is the

Globe Cabinet Safe

Send for Pamphlet No. 287, an interesting and valuable piece of Globe-Wernicke advertising matter for all advertising men.

The Globe-Wernicke Co.
Mfrs. Of Sectional Bookcases, Filing Cabinets—Stationers' Goods.

Cincinnati

Branch Stores and Local Dealers almost everywhere. Where not represented, we ship freight prepaid.

New York Business Opportunity

An established New York printer would consider taking a man into the firm to take care of growing business. This man should be a thorough printer or an advertising man who has graduated from the printing office. To such a man we have an exceptional opportunity to offer. We have just recently incorporated and are branching out along advertising lines, and if you are anxious to get into a growing business, and grow with it, you will find this an unusual proposition. From \$2,000 to \$5,000 would be required. "W. R." Box 168, PRINTERS' INK.

AD-TIP

No. 28 Conservativeness carried too far means out-of-dateness.

Because you have always advertised in large cities or magazines exclusively does not mean that there can be no other way for you.

Try *small city* advertising in a live town like Elizabeth. Pays better. Members A. N. P. A. Bureau of Advertising and *Gold Edge* List.

Elizabeth Daily Journal

ELIZABETH, NEW JERSEY

Population 80,000

F. R. NORTHRUP, Special Representative
225 Fifth Ave., N. Y. Advertising Sales, Chicago, Ill.

27 AD CAMPAIGN for Trust Companies

Rights sold in many cities. My specialty is turning the depositor's beaten path through the banker's front door instead of past it. Particulars on request.

NATHANIEL FERGUSON

*Financial Advertising Specialist
READING, PA.*

ADVERTISING SOLICITOR WANTED

Responsible Agency desires successful solicitor controlling sufficient business to warrant a good salary from the start. Adequate service will be rendered his clients and every opportunity given him to develop new business. This is a splendid opportunity for an experienced, ambitious man who wishes to form a permanently pleasant and profitable connection. This man will have to produce results from the start. Reply by letter only, stating experience, and nature and volume of business controlled. Confidential. Address, "Agency," Box 167, care Printers' Ink.

Technical Advertising Manager for Your Firm

Engineer with wide experience in selling and advertising problems wants advertising management—must be in New York City or immediate vicinity—now with agency. Salary about \$3,000.

"A. N.," Box 170, care Printer's Ink.

ly answered that it was Welch's and that it was 'all right.'

"The young man asked once more to see the bottle, stating that it must be spoiled.

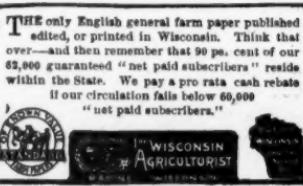
"By this time the head dispenser had noticed a commotion up front. Although the young man had not lost his temper, he insisted on seeing the original package. The fountain manager asked concerning the dispute. When cornered the clerk finally admitted that it was not Welch's but maintained that it was 'just as good.'

"Thereupon the young man did lose his temper; ejaculated something about the store management not being his guardian, that he had paid for Welch's and knew what he wanted, that he didn't relish being 'stung' or having anything 'put over' on him. Saying this he started to leave the store. Whereupon the store manager, looking much embarrassed among the crowd of purchasers whose notice had been attracted and who were now interested onlookers, approached the young fellow with the package of dental paste and shaving cream which had been wrapped for him, but the young man refused to accept it, saying that he didn't know what was in the package, probably something that he hadn't ordered at all.

"The manager begged an opportunity for an explanation, but the young man answered, 'No explanation desired. I purchase where explanations are unnecessary and where I can get what I pay for!'

"Thereupon he left the store and stepping into a roadster drove down Euclid Avenue.

"This is an actual occurrence and illustrates a type of customer that is getting more numerous."



Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. Cash must accompany order. Forms close 10 a.m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

BILLPOSTING

8¢ a Sheet Posts R.I.
LISTED, PROTECTED AND GUARANTEED SHOWING.
ADDRESS, LAPHAM BUILDING, PROVIDENCE, R.I.
Standish-Barnes Co.

COPY WRITERS

I can't prove to *you* that there's "punch" in my copy till I write some for you. But I shall *then*. Booklets—anything. Fifteen years at it. ROBERT EASTON, 1420 Corn Exchange Banc Bldg., Chicago.

YOU NEED our service when you want copy that brings results. We're headquarters for preparing letters, booklets, etc., that loosen up your prospect's purse strings. Rates on request. AD. WIDDER CO., 151 B'way, Brooklyn, N.Y.

HELP WANTED

WE WISH to get in touch with a Sales and Advertising Manager, one who is thoroughly familiar from experience in the marketing of a high grade line of package chocolates. An exceptional opportunity is offered such a man. NIAGARA CHOCOLATE CO., manufacturers of Falls Fork - Dipped Chocolates, Niagara Falls, N. Y.

ADVERTISING MANAGER

We are open for a real advertising man of energy and ability. One that can earn not less than Three Thousand Dollars per year—more preferred.

THE UNITED WOOLEN MILLS CO.
PARKERSBURG, W. VA.

OUTDOOR ADVERTISING



Independent Outdoor Painted Display Service, all railroads; Interurban and Automobile lines entering Chicago since 1900. BALL BROS., 25 N. Dearborn St., Chicago, Ill.

POSITIONS WANTED

CAPABLE AD WRITER, now doing special work for printers. Can handle additional folders, booklets, catalogs, layouts, etc. First-class references. Address, Box AJ-830, care of Printers' Ink.

MR. ADVERTISING MANAGER! Should not one year's copy writing experience plus IDEAS qualify me for that vacancy in your office? Salary secondary consideration. Address Box AJ-822, care of Printers' Ink.

ADVERTISING MANAGER of proved business getting and executive ability seeks new connection; daily or agricultural journal fields; wide acquaintance with agencies and advertisers in Northwest. Box AH-802, care Printers' Ink.

EXPERIENCED, DETERMINED, ENERGETIC ADVERTISING MAN, 35, having been both manager and solicitor, seeks opportunity to demonstrate his ability to obtain business. Opportunity, not salary, especially desired. Box AG-692, care of Printers' Ink.

A GOOD ADVERTISING MAN wants a better opportunity. Young but experienced. Salary secondary consideration. Two years advertising manager in present position. Would consider management, agency or magazine work. Address, Box AJ-826, care Printers' Ink.

ADVERTISING SOLICITOR — 10 years' experience and successful record; wide, favorable acquaintance over Eastern territory, including New England; aggressive, enthusiastic worker, seeks engagement on well rated general or class publication. Highest endorsements. Box AA-641, Printers' Ink.

EXPERIENCED LETTER WRITER—I write "chatty" letters; tactful letters; concise business correspondence; also good-reason-why copy. Am experienced stenograph-r and can be valuable assistant to busy advertising manager. A-1 references. Box AJ-827, Printers' Ink.

ROLLING MILL ADVERTISING MAN—Four years' experience managing and producing the advertising for a nationally known rolling mill has qualified me to direct the advertising of any manufacturer of a similar line. Have not yet severed my connection, but desire to get in touch with larger opportunity. Can furnish best references and unusual record of success. Box AJ-825, care of Printers' Ink.

ASSISTANT ADVERTISING MANAGER OR INSPECTOR—Specialist at connective and co-operative advertising, with extensive experience in window and interior decoration, sign and show card work, house to house work, detailing of retailers, etc., desires opportunity to demonstrate his ability. Age thirty, well educated, excellent record. Can assist with copy and supervise entire field work. Box AF-678, care of Printers' Ink.

ARE YOU ENTERING THE BRITISH MARKET?

A very successful Sales Director for largest American House in the Trade desires change. Four years present situation. Highest references—one recent received from President reads: "Your Work Simply Wonderful." Address "ENTHUSIASM," Box AJ-821, Printers' Ink.

Cold Facts Worth Consideration

Canadian, of Penna. stock, age 25, educated. Eight years' financial, mercantile, buying and selling experience. Active unit and executive in six vigorous sales-promoting campaigns. Limber imagination, fluent, versatile and original in poetry or prose, supplying sand or sentiment to suit the grade. Open to again demonstrate ability. Address, Box AJ-820, care Printers' Ink.

PRINTING

GENERAL PRINTING, CATALOGUE AND BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Coin Cards. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

THE WINTHROP PRESS, 141 E. 25th St., N. Y.

PUBLISHING BUSINESS OPPORTUNITIES

AUTOMOBILE MONTHLY doing about \$80,000 gross business can be bought for \$60,000 with reasonable terms to responsible parties. Owner desires to retire from publishing business. Box AF-680, Printers' Ink.

TRADE JOURNAL—I would like to hear from a publisher who would be interested in starting a trade journal. I know of a field that has never been covered. Address, Box AJ-824, care of Printers' Ink.

Trials of the Circulation Manager

No. 1

"Why don't you change my address as I asked you to? It seems to me that a paper like PRINTERS' INK ought to practise what it preaches. Please send me the copies I have lost through your delay."

We can sympathize with the reader, because we happen to subscribe to several magazines ourselves. Only this gentleman wrote us without giving us his street address, and he also neglected to sign his name!

S. R.

Q. E. D.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.

ALABAMA

Birmingham. *Ledger*, dly. Average for 1913, 28,002. First 2 months, 1914, 30,245. Best and cleanest advertising medium in Alabama.

ARIZONA

Phoenix. *Gazette*. Average gross circulation Jan. 1914, 7,618.

CONNECTICUT

New Haven. *Evening Register*, daily. Aver. for 1913 (sworn) 18,236 daily, 2c; Sunday, 18,630, 5c.

Waterbury. *Republican*. Examined by A. A. A. regularly. 1913. Daily, 8,666; Sunday, 8,532.

ILLINOIS

Joliet. *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1913, 9,591.

Peoria. *Evening Star*. Circulation for 1912, Daily, 21,691; Sunday, 10,449.

INDIANA

South Bend. *Tribune*. Sworn average Feb. 1914, 18,868. Best in Northern Indiana.

IOWA

Burlington. *Hawk-Eye*. Average 1913, daily, 9,816; Sunday, 10,518. "All paid in advance."

Des Moines. *Register* and *Leader-Tribune*, daily average Dec. '13, 66,000; Sunday, 48,000. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Washington. *Rev. Journal*. Only daily in county. 1,978 subscribers. All good people.

Waterloo. *Evening Courier*, 56th year; Av. dy. 1913, 9,231. Waterloo pop., 29,000.

KENTUCKY

Louisville. *Courier-Journal*. Average 1913, daily, 80,669.

Louisville. *The Times*, evening daily, average for 1913 net paid 61,858.

LOUISIANA

New Orleans. *Item*, net daily average for 1913, 56,000.

MAINE

Augusta. *Kennebec Journal*, daily average 1912, 10,000. Largest and best cir. in Cent. Me.

Bangor. *Commercial*. Average for 1913, daily 10,810.

Portland. *Evening Express*. Net average for 1913, daily 19,657. Sunday *Telegram*, 15,000.

MARYLAND

Baltimore. *News*, daily. News Publishing Company. Average 1913 — Sunday, 66,888; daily, 76,753. For Feb., 1914, 76,940 daily; 60,075 Sunday.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS



Boston Globe

Average Circulation 1913:
177,747 Daily 313,397 Sunday

Advertising totals: 1913, 8,834,750 lines, 1,136,622 lines more than any other Boston paper published.

The above totals include all kinds of advertising from that of the big department store to the smallest "want" ad.



Boston. *Evening Transcript* (©©). Boston's tea-table paper. Largest amount of week day ad.

Lynn. *Evening Item*. Daily sworn av. 1911, 18,987; 1912, 18,338; 1913, 18,878. Two cents. Lynn's family paper. Covers field thoroughly.

Salem. *Evening News*. Actual daily average for 1912, 19,198.

Worcester. *Advertiser*, evening. Av. Jan. to Dec., '13, 21,904. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit. *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1913, 81,232

MINNESOTA

The absolute accuracy of *Farm, Stock & Home*'s circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average for first 3 months, 1914, 100,000.



Minneapolis. *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1913, daily *Tribune*, 106,753; Sunday *Tribune*, 169,163.

MISSOURI

St. Louis. *National Farmer and Stock Grower*, Mo. Actual average for 1913, 125,602.

NEW JERSEY

Camden, *Daily Courier*. Daily, Jan. 1st, 1913, to Dec. 31, 1913, 10,728.

Camden, *Post-Telegram*. 11,292 daily average 1913. Camden's oldest daily.

Trenton, *Times*. Only evening and Sunday. '11, 20,115; '12—21,989; '13, 26,510.

NEW YORK

Buffalo, *Courier*, morn. Ave., 1913, Sunday, 103,249; daily, 61,750; *Advertiser*, evening, 47,656.

Buffalo, *Evening News*. Daily average, for 1913, 98,379.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1912, 6,739.

Schenectady, *Gazette*, daily. A. N. Licty. Actual Average for 1913, 22,008. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

NORTH CAROLINA

Charlotte—Best town two Carolinas. *News*, best Evening and Sunday paper. Investigate.

Winston-Salem, *Daily Sentinel* (e) av. Dec., '13 4,699. *Semi-Weekly Sentinel*, av. Dec., '13, 7,271.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1913: Daily, 118,497; Sun., 144,054. For Feb., 1914, 110,403 daily; Sunday, 148,143.



Erie, *Times*, daily. Av. cir. 1st 6 mos. 1913, 22,555; 22,419 av., Feb., 1914. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.



Philadelphia. The *Press* (@@) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1913, 79,959; the Sunday *Press*, 170,687.

WISCONSIN

Washington, *Reporter and Observer*, circulation average 1913, 13,675.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1913, 15,186. In its 42nd year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, eve. net, sworn, average for 1913, 19,187.

York, *Dispatch and Daily*. Average for 1913, 19,197. Covers its territory.

RHODE ISLAND

Newport, *Daily News*, (evening) 68th year. Covers field. Circulation for 1912, 4,590.

Pawtucket, *Evening Times*. Average circulation for 1913, 23,628—sworn.



Providence, *Daily Journal*. Sworn ave. net paid for 1913, 19,086 (@@). Sunday, 30,494 (@@). *The Evening Bulletin*, 47,502 sworn ave. net paid for 1913.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1913, 8,680.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1912, 8,599.



Columbia, *State*. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,535. Jan., 1914, average, daily and Sunday, 23,014.

VIRGINIA

Danville, *The Bee* (eve.). Average, Feb., 1914, 8,960.

WASHINGTON

Tacoma, *Ledger*. Average year 1912, daily and Sunday, 21,847.

Tacoma, *News*. Average for year 1912, 26,585.

WISCONSIN

Janesville, *Gazette*. Daily average, Feb., 1914, daily 8,575; semi-weekly, 1,398.

Racine (Wis.) *Journal-News*. Daily average circu. Jan. 1st to Dec. 31st 1913, 6,832.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1913, 4,712.

SASKATCHEWAN, CANADA

Regina, *The Leader*. Average, for 1913, 12,882. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

NEW Haven Register. Leading want ad medium of State. Rate 1c. a word. Av.'13, 19,326.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MINNESOTA

THE Minneapolis Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,179 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



GUAR
ANTEED

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

NEW YORK

THE Buffalo Evening News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and *rate card*.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(○○) Gold Mark Papers (○○)

ILLINOIS

Bakers' Helper (○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (○○). Actual average circulation for 1912-13, 17,266.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (○○).

Boston Evening Transcript (○○), established 1830. The only gold mark daily in Boston.

Worcester L'Opinion Publique (○○). Only French daily among 75,000 French population.

MINNESOTA

The Minneapolis Journal (○○). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (○○) is THE advertising medium of Brooklyn.

Dry Goods Economist (○○), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magazine (○○). Specimen copy mailed on request. 263 Broadway, N. Y.

New York Herald (○○). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

Scientific American (○○) has the largest circulation of any technical paper in the world.

New York Tribune (○○), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The Press (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,858.

THE PITTSBURG DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (○○), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The Memphis Commercial-Appeal (○○) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial-Appeal passes both *quality* and *quantity* tests. Daily, over 56,000; Sunday, over 87,000; weekly, over 96,000.

WISCONSIN

The Milwaukee Evening Wisconsin (○○), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

Table of Contents

PRINTERS' INK, April 2, 1914

Methods and Policies of the New England Shoe Manufacturers.....	3
Based on interviews with W. L. Ratcliffe, pres., Thomas G. Plant Company; Fred B. Rice, vice-pres., Rice & Hutchins, Inc.; E. W. Burt, pres., E. W. Burt & Co.; Thos. F. Anderson, secretary, New England Shoe and Leather Assoc.; Geo. W. R. Hill, vice-pres., <i>Boot & Shoe Recorder</i> ; Chas. T. Cahill, advertising manager, United Shoe Machinery Co.; Geo. W. Coleman, advertising manager, W. H. McElwain Company; Frank L. Erskine, advertising manager, W. L. Douglas Shoe Company, and others.	
An Open Letter to Advertisers Influenced by Salesmen or Dealers.....	17
<i>A Representative</i>	
Working Out Reform by Advertising.....	20
State Laws Against Fraudulent Advertising.....	26
President Noyes of the Oneida Community on Sales Methods and Price Maintenance	33
The Why of the Coupon.....	41
Gude Answers Outdoor Critics.....	44
Copy That Fits the Market.....	49
Quoin Club Reorganizes and Enlarges Former Scope.....	51
The Press Agent as a Bad "Buy".....	54
Data Departments as Selling Aids.....	56
A Sales Policy That Wins.....	63
Manufacturers Favor New Price-Maintenance Legislation.....	64
Welcome Home Dinner to Frothingham.....	73
Coupon Sampling Campaign for Macaroni.....	79
National Commission to Draft Code of Practice.....	80
Making Type "Talk".....	83
A Way to Avoid Errors in Catalogues.....	87
Movement for Better Rural Credits of Concern to Advertisers.....	88
Digest of Views Expressed in Government Hearing at Washington.	
Debate on Nationally Advertised Goods.....	97
A Merchandiser's Experience in Working with New England Dealers....	102
<i>M. Zimmerman</i>	
Small Retailers on Merchandising Policies.....	116
<i>Special Washington Correspondence</i>	
Editorials	122
"Swiping" of Advertising Designs—Making Price Concessions Un-necessary—Overstocking the Dealer—A Suggestion to the Box Makers.	
The Little Schoolmaster's Classroom.....	140
Welch's Substitution Sermon to Dealers.....	143
	150

WARD & GOW
GENERAL ADVERTISING
80 UNION SQ., NEW YORK CITY

March 12th, 1914.

Printers' Ink Publishing Co.,
12 West 31st Street,
New York City.

Gentlemen :

Your book, "Evidence of Buying Power," has a cover of the right color,—Blue. It is as much a Blue Book of the commercial Elect as it is a statement of P. I. circulation quality. But is it very necessary? Hasn't the advertising world long been fully alive to the true status of Printers' Ink?

For the past five years the writer has usually spent more thought and time on our monthly advertisement in Printers' Ink than on any other single item of copy or design, although this particular space is probably the least expensive of all that he fills. Possibly this is another compliment to the quality of your circulation.

Sincerely yours,

WARD & GOW.



W. B. N.H.

Copy Director.

Selling Your Goods In Chicago

need not be an uphill fight if you go about it *right*. If your product has real merit there's a way to get your *full share of Chicago business*, get it quickly and at comparatively small expense.

Every little while some manufacturer who heretofore has had meager sales in Chicago, or perhaps none at all, gets started *right* and accomplishes with ease what had seemed almost impossible.

THE CHICAGO TRIBUNE will be glad to tell you in detail just how this work is done, provided you have a meritorious article which you want to introduce in Chicago, or which, already introduced, is not being sold in satisfactory quantities. Whether you are an advertiser or not does not matter. The only question is, Do you want to **SELL YOUR GOODS** in Chicago?

**THE CHICAGO TRIBUNE prints
more advertising than any other
Newspaper in New York or Chicago**

The Chicago Tribune

The World's Greatest Newspaper
(Trade Mark Registered)

Eastern Advertising Offices: 1216 Crysler Bldg., 220 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco